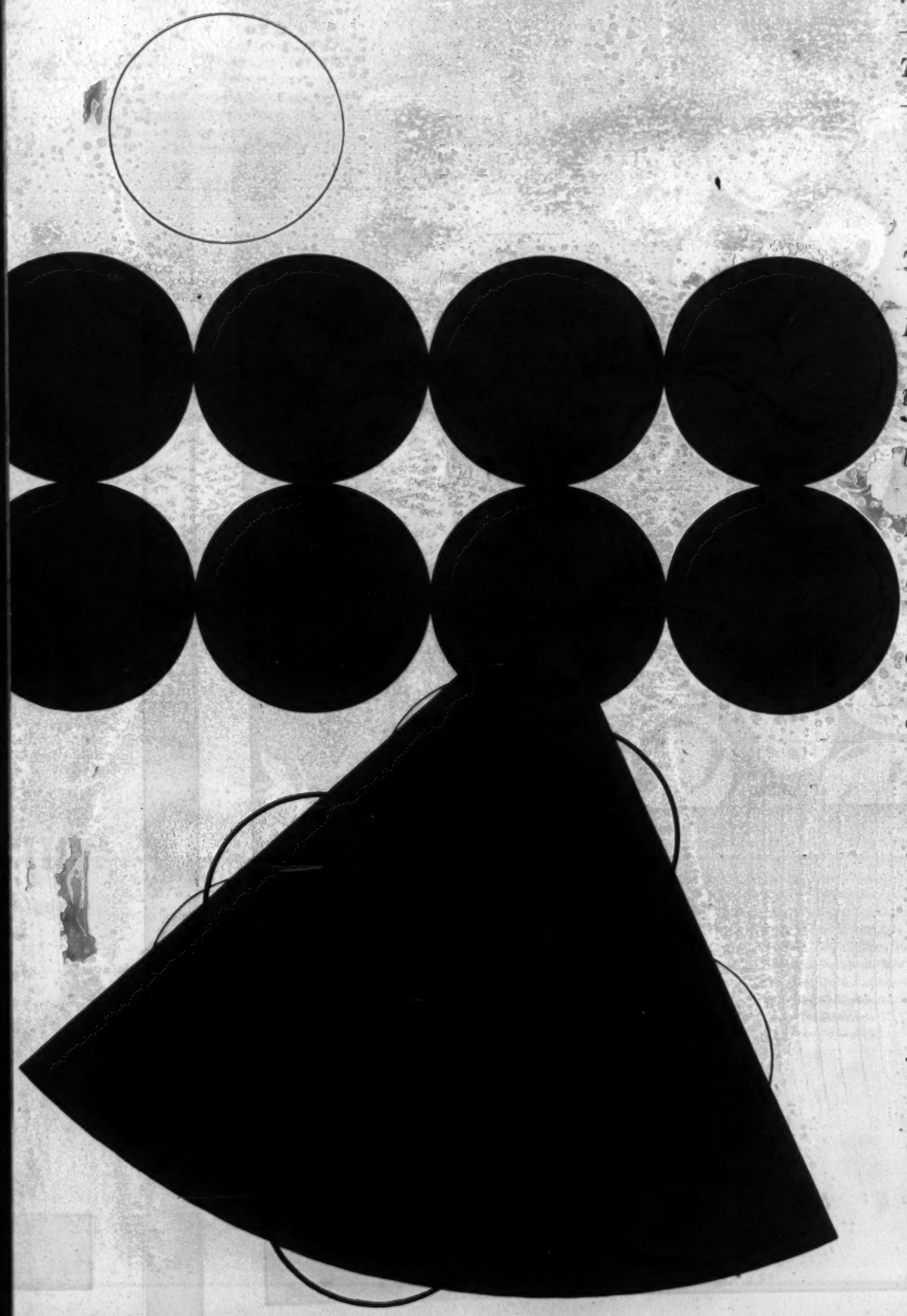


*Marketing fact: Less than 1% of all U.S. firms employ more than 100 people. Only 18,770 of these firms are in manufacturing — and they account for 75% of all value added by manufacture. That's concentration.*

*Take the measure of your market — If you line up your current customers, you'll find that the bulk of your business comes from a relatively small percentage of them. These are the accounts where salesmen concentrate their sales efforts. Your advertising should concentrate, too. Fortune concentrates its circulation among the decision-makers in the larger, more sales-productive companies — the men your salesmen find most difficult to see. It's an important reason why advertising in*

**FORTUNE**

*gets results.*

# Sponsors Huddle as College, Pro Gridders Kick Off Broadcast Season

(Continued from Page 3)

giate Athletic Assn. to ABC. The latter was said to have outbid NBC's $5,200,000 with a $6,251,114 offer. And for the third consecutive year, ABC Radio will carry the full Notre Dame schedule.

■ NBC will present four pre-season and 12 regular season games of the Baltimore Colts and Pittsburgh Steelers, of the National Football League. Most of the other NFL games, a schedule of 70 regular season contests, will be televised on CBS. This means that at times CBS will air as many as six games simultaneously, on a regional basis.

Four bowl games will round out CBS' football telecasting. CBS Radio will confine its gridiron coverage to the complete 12-game schedule of the NFL's New York Giants.

In addition to the 12 NFL games on NBC-TV, the network will present eight post-season professional and collegiate games. At least five post-season games will be aired on NBC Radio.

For the second successive year, Mutual Broadcasting System will broadcast the complete all-Sunday schedule of the NFL's 1959 champions, the Baltimore Colts. On Saturdays Mutual will present nine "All-Service Football" games involving major contests of the Air Force, Army and Navy academies.

■ Following the lineup of sponsors on any of the three tv networks' schedules is more difficult than following the players on teams using the double platoon system and frequent substitutions. CBS, for example, will telecast its heavy coverage of NFL games on a complicated breakdown involving 11 regional networks. Here's a look at the lineup of sponsors to date:

**CBS-TV**

**National Football League**

**New York Giants**—buying one-quarter sponsorship each are P. Ballantine & Sons (William Esty Co.); Philip Morris Inc. (Leo Burnett Co.); and Shell Oil Co. (J. Walter Thompson Co.). Studebaker-Packard Corp. (D'Arcy Advertising Co.) bought one-eighth, and the remaining one-eighth is unsold.

**Philadelphia Eagles**—Sponsorship is the same as the Giants, except that Sun Oil Co. (Esty) replaces Shell Oil for one-quarter.

**Baltimore Colts**—one-half, National Brewing Co. (W. B. Doner & Co.); and one-quarter each, Philip Morris and American Oil Co. (Joseph Katz Co.).

**Washington Redskins**—one-half, American Oil; one-quarter, Philip Morris; one-eighth, Studebaker-Packard; one-eighth open.

**Washington Redskins**—sub-regional network, south and west of Atlanta—one-half, Pan-American Oil Co. (Joseph Katz Co.); and one-quarter each, Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample) and Philip Morris.

**Pittsburgh Steelers**—involving four stations and four games—one-eighth, Studebaker-Packard; the remainder is open.

**Detroit Lions**—three-eighths on a partial network of the Lions regional network, Speedway Oil Co. (W. B. Doner & Co.). One-quarter, partial network, for Falstaff Brewing (D-F-S); Philip Morris (Burnett); and National Brewing Co. of Michigan (W. B. Doner). One-eighth, full Lions regional network, Studebaker-Packard.

**Green Bay Packers**—seven-sixteenths, Theo. Hamm Brewing Co. (Campbell-Mithun); one-quarter, Standard Oil Co. (Ind.) (D'Arcy); one-quarter, Philip Morris, and one-sixteenth, Studebaker-Packard.

**Chicago Bears**—one-quarter each, Standard Oil Co. (Ind.), Philip Morris, Falstaff Brewing; one-eighth, Studebaker-Packard; one-eighth open.

**St. Louis Cardinals**—three-eighths, Falstaff Brewing; one-quarter, Philip Morris; one-quarter, partial network, Standard Oil Co. (Ind.); one-quarter, partial network, Pan-American Oil; and one-sixteenth, Studebaker-Packard.

**Dallas Cowboys**—one-quarter each, Philip Morris and Falstaff Brewing; one-sixteenth, Studebaker-Packard; seven-sixteenths open.

**Los Angeles Rams** and **San Francisco '49ers**—three-eighths each, Falstaff Brewing and Union Oil Co. (Young & Rubicam), and one-quarter, Philip Morris.

**Post-Season College Bowl Games**

**Bluebonnet, Gator, Orange and Cotton Bowls**—One-half, Liggett & Myers Tobacco Co. (D-F-S); other half open.

**CBS Radio**

**New York Giants**—entire schedule—one-third each, Ballantine, American Oil and General Cigar Co. (Y&R).

**NBC-TV**

**Baltimore Colts and Pittsburgh Steelers**


This one man . . .

*How* **both** *can make your 1961 advertising more resultful*

**This one man** . . . the purchasing agent . . . makes more decisions on what is bought from whom than any other individual in industry.

His importance in the company is unquestioned. He alone decides what share of the pie you and your competitors get.

Today his need for "how to" information and product news is more critical than ever before, because of the current net profit squeeze. Management depends on his ability to find new ways to cut costs without impairing production flow or product quality.

**This one magazine** . . . PURCHASING . . . is the P.A.'s most trusted and respected source of *helpful* information. Every other week it feeds him a *complete* editorial diet of product, economic and professional news; authoritative articles on purchasing techniques, legal problems, supplier relations, value analysis, personal news,

℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price:

for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

—four pre-season and 12 regular season games.

All regional buys—one-half, East Coast, National Brewing; one-half, North Central, Minneapolis Brewing Co. (Knox Reeves Advertising); one-quarter, most of the country, Phillips Petroleum Co. (Lambert & Feasley); one-quarter, Southeast and South-Central, Anheuser-Busch (Gardner Advertising Co.); and one-quarter, Texas and Louisiana, Pearl Brewing Co. (Tracy Locke Co.).

**Post-Season Professional Games**

**NFL's world championship** pro football game—full sponsor, Philip Morris.

**Pro Bowl game**—NFL's 11th annual games between the eastern conference and the western conference—Co-sponsors, Carter Products (Sullivan, Stauffer, Colwell & Bayles), and Liggett & Myers.

**College Bowl Games**

**Blue-Gray game and Rose Bowl**—co-sponsors, Gillette Safety Razor Co. (Maxon) and General Motors Corp. (McCann-Erickson). Other games, not yet sold, to be carried by the network are the Liberty Bowl, East-West Shrine game, Sugar Bowl, and Senior Bowl.

## NBC Radio

**Post-Season Professional Game**

**NFL's world championship game**—one-half, Savings & Loan Foundation (McCann-Erickson); one-quarter, Hygrade Food Products Corp. (W. B. Doner); one-quarter open.

**College Bowl Games**

**Blue-Gray game**—co-sponsors, Gillette and General Motors.

**Rose Bowl**—one-half, Gillette; half open.

**East-West Shrine game**—one-half, Savings & Loan Foundation.

**Cotton Bowl**—unsold to date.

## ABC-TV

**American Football League**

The schedule includes 15 Sunday afternoon games; one on Thanksgiving Day; and the championship game, two weeks after the regular season ends. The Sunday games will be carried on a split network, with the eastern half of the country receiving one game and the western half another—one-quarter, national, General Cigar; one-eighth, national, Colgate-Palmolive (Ted Bates & Co.); one-eighth of 15 games, national, Schick Safety Razor Co. (Compton Advertising); one-quarter, western states, Northern & Southern California Renault Dealers Assn. (Len Weissman Co.); one-quarter in all of country except Washington, Oregon and California, parts of the South and of the Northeast, Pabst Brewing Co. (Kenyon & Eckhardt); one-quarter in same areas as Pabst, Sinclair Refining Co. (Geyer, Morey, Madden & Ballard); one-quarter in Wichita Falls, Kan., and Texas cities, Carling Brewing Co. (Lang, Fisher & Stashower); and one-quarter in Philadelphia and Harrisburg, Pa., and Albany, N.Y., Piel Bros. (Y&R).

**National Collegiate Athletic Assn.**

The schedule includes 21 games telecast on 13 dates from Sept. 17 through Dec. 3—one-half, national, Gillette; one-quarter, national, Liggett & Myers; one-quarter in all of U.S. except Florida, Georgia, Alabama, Missouri, Mississippi, Kansas, Michigan, Minnesota and California, Humble Oil & Refining Co. (McCann-Erickson); and one-quarter of 13 games in four Southern California markets and Las Vegas, Competition Motors (Doyle, Dane, Bernbach).

**"College Football Time,"** a series of 15-minute features preceding the 12 Saturday NCAA telecasts—co-sponsored by Union Carbide Consumer Products Co. (Esty) and Willard Storage Battery (Meldrum & Fewsmith).

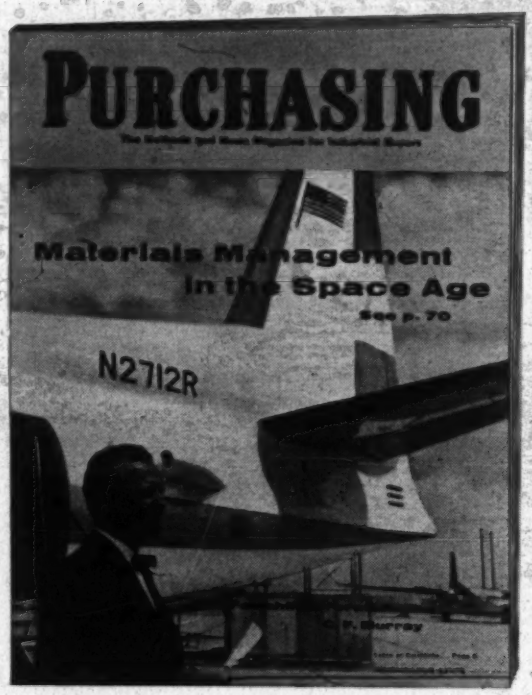
**"College Football Scoreboard,"** a series of post-game shows following the 12 Saturday NCAA telecasts, the shows varying from five to 20 minutes depending on the signoff time of the games—co-sponsored by General Mills (Knox Reeves) and Bristol-Myers (Doherty, Clifford, Steers & Shenfield).

**"Football Kickoff—1960,"** an hour entertainment show with singers and football stars, emceed by John Daly, Sept. 17—sponsored by Union Carbide.

**College All-Star Game**—featuring NFL's Baltimore Colts against the top college players, presented Aug. 12—one-quarter each, Carling Brewing, R. J. Reynolds Tobacco Co. (Esty); Standard Oil Co. (Ind.), and Revlon (Grey Advertising Agency).

*(Continued on Page 58)*


This one magazine . . .




BONUS FOR 1961 ADVERTISERS: Over 3000 extra circulation in the important metalworking industries at no added cost!

and cost reduction. And the P.A. needs *all* this information to do his job right.

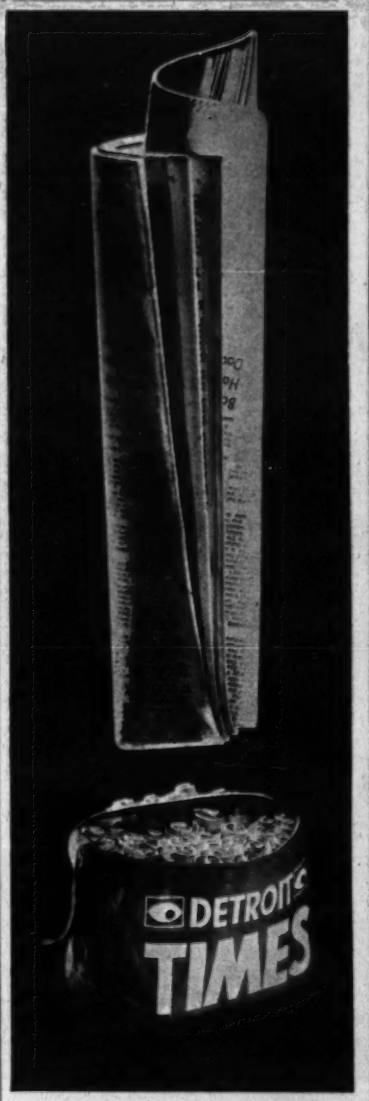
By all standards, PURCHASING Magazine is the leading publication in its field . . . just as it has been for 45 years. Unquestionably this is the one magazine that will balance your 1961 advertising schedule. Cover all the men who specify, suggest, recommend or request . . . and be sure to sell the man who *buys* . . . with a regular schedule in PURCHASING Magazine.

PURCHASING MAGAZINE

Sells the man who buys

205 East 42nd St., New York 17, N.Y.

*A Conover-Mast publication*




**83%**

**HOME DELIVERED**

. . . and wheeled to the doorsteps of your best potential customers—loyal metropolitan-area readers of The Detroit Times who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper*). Be assured . . . the Times will deliver enviable sales results.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by

HEARST ADVERTISING SERVICE INC.

### ABC Radio

**10 Notre Dame games, starting Sept. 24**—one-half, national, Pontiac Motor division of General Motors (MacManus, John & Adams); the other half is turned over to the stations for local sale.

**College All-Star Game, Aug. 12**—sponsored by Standard Oil Co. (Ind.).

### Mutual Broadcasting System

**NFL's Baltimore Colts' 12-game schedule**—one-half, National Brewing; other half turned over to affiliates for local sale.

**All-Services nine-game broadcasts**—one-half, Minnesota Mining & Mfg. Co. (BBDO); other half given to stations for local sale.

■ In addition to the extensive gridiron coverage by the networks, numerous local and regional broadcasts also are planned. It would be impossible to cover them all, but among them, Tidewater Oil Co. (Foote, Cone & Belding) will sponsor one-half of 17 Los Angeles Rams and San Francisco '49ers games on KVI, Seattle. The other half of these games will be sponsored by a single advertiser on the three-station Golden West Network, which is feeding the games to KVI. H&K Mobile Homes of Seattle will sponsor pre and post-game shows on KVI.

■ In addition to backing professional games, Tidewater Oil, a heavy sponsor of college sports, will back the following school gridiron schedules: University of Southern California, on KNX, Los Angeles; University of California at Los Angeles, on KMPC, Los Angeles; University of California, on KSFO, San Francisco; and Stanford University, on KCBC, San Francisco.

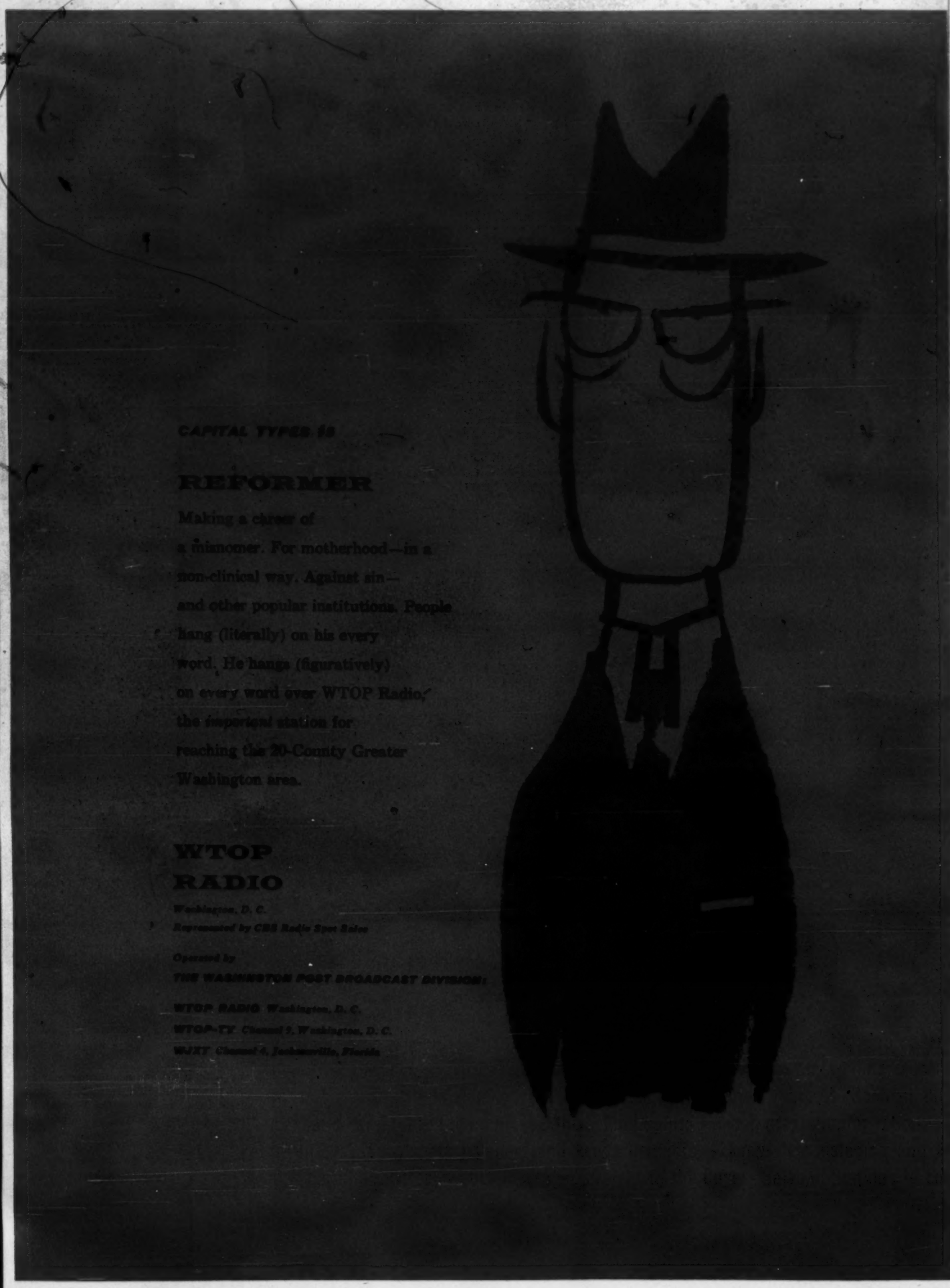
Humble Oil will sponsor half-hour shows of Southwest Conference college game highlights on several stations throughout Texas. Old Colony Trust Co. will back Harvard University's entire schedule on WNAC, Boston, while F&M Schaefer Brewing will present a 15-minute pre-game warm-up on the station.

■ Among other football activities, WGN Syndication Sales will televise the Notre Dame games on a delayed basis; last year 60 stations carried this series. A package of 13 half-hour telecasts of Big 10 games will be offered for sale by Sportlite, Chicago.

On the professional side, Sports Network will televise the complete schedule of the Cleveland Browns for the third consecutive year. #


MISSILE ROCKET BALL POINT PEN
Make Your Premium a Perfect "Shoot"
An Exact Miniature Rocket
New, different, exclusive, low cost. Write for quantity prices and sample today.
R-W CORPORATION
22849 Vanowen Blvd., Woodland Hills, Calif.

TUBORG IN COLOR—*Tuborg Breweries, Copenhagen, will use color advertising in the U.S. for the first time in a fall campaign scheduled for Esquire, Gourmet, Holiday, Sports Illustrated and U.S. News & World Report. Erwin Wasey, Ruthrauff & Ryan is the agency.*



### *KVAR Sets New TV News Show*

Valley National Bank and KVAR-TV, Phoenix, have inaugurated what the bank calls "a new era in Arizona news telecasts." Videotape plus "inter-sync" equipment similar to that used by tv networks in covering political conventions, will enable KVAR to televise news within minutes after it happens. Local news will be covered by tape, mobile sound and film units, and KVAR will take camera coverage of world events directly from NBC. The news shows will be seen Monday through Fridays from 9:30 p.m. to 9:45 p.m.

### *General Mills Sets New Push*

General Mills will support a special 7¢-off two-package back-to-back deal for Betty Crocker gingerbread with a series of two-third page ads in the October and November issues of *Everywoman's Family Circle* and *Woman's Day*. The October ad, a tie in with Kraft jellies, will get extra support with spots on the Perry Como tv show. The November ad is a tie in with California Packing Co., for Del Monte products. Batten, Barton, Durstine & Osborn is the agency.

### *Ford May Build Smaller Car*

Ford Motor Co. is seriously considering building a small car for the U.S. market which would be smaller than either of its present compacts—the Falcon and the Comet. Ford said the proposed car probably would not come out in 1960 or 1961. Ford also announced that Taunus Co., its German affiliate, is bringing out a new car this October, but one not specifically for import.

### *Woolf Adds Marine Publication*

Thomas O. Woolf & Son, New York, has been appointed national advertising representative for the *Marine Corps Gazette*.

# Land of Power for Plenty

**Power for production** is the new theme of the rural South! That's why more and more of these big, expensive cotton pickers are working the fields. And why 39% of the nation's farm-owned trucks are in the South! By 1965, it is estimated that the South will have been responsible for 61% of the gain in farm tractors in the U. S. since 1952.

Because of this trend to power, Southern farmers are better customers than ever for the seed, feed, fertilizer, chemicals and equipment necessary to farm production... plus the many hundreds of products that are part of family living. The rural South is a rich, growing market...and The Progressive Farmer gives virtually *exclusive* access to it!

No farm or urban magazine—regional or national—can match the power of The Progressive Farmer in the rural South. Even the *combination* of Life, Look, and The Saturday Evening Post misses 84% of Progressive Farmer families—a percentage that represents *more than 4½ MILLION unduplicated readers.* Buy The Progressive Farmer—and sell the biggest single magazine audience in the rural South!

**More than 5,700,000 READERS in the 16 Southern States**

## THE PROGRESSIVE FARMER

*Advertising Offices:* BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

# September Pages and Linage in Consumer Magazines

## Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

### Weeklies, Bi-Weeklies, Semi-Monthlies (August)

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Aug. 1960 | Aug. 1959 | Jan.-Aug. 1960 | Jan.-Aug. 1959 | Aug. 1960 | Aug. 1959 | Jan.-Aug. 1960 | Jan.-Aug. 1959 |
| Commonweal | 6.8 | 5.5 | 129.4 | 133.5 | 2,856 | 2,310 | 54,348 | 56,070 |
| †Cue | 54.8 | 61.5 | 575.6 | 519.8 | 23,509 | 26,384 | 246,941 | 223,003 |
| Down Beat | 38.7 | 59.0 | 353.1 | 362.2 | 16,268 | 24,808 | 148,316 | 150,548 |
| †Grit | 15.0 | 19.9 | 185.4 | 213.9 | 15,022 | 19,934 | 185,383 | 213,932 |
| Life | 217.6 | 252.5 | 2,168.3 | 2,252.0 | 147,982 | 171,667 | 1,474,444 | 1,531,424 |
| ††Look | 113.0 | 97.0 | 1,008.0 | 846.7 | 76,840 | 65,987 | 685,433 | 575,763 |
| Newsweek | 184.5 | 208.7 | 1,883.3 | 1,904.2 | 77,490 | 87,654 | 790,986 | 799,764 |
| †§New Yorker | 232.6 | 257.9 | 3,013.1 | 2,777.2 | 99,806 | 110,618 | 1,292,632 | 1,191,421 |
| #National | 229.1 | 251.0 | 2,952.1 | 2,706.7 | 98,295 | 107,693 | 1,266,453 | 1,161,188 |
| #Sectional | 12.6 | 24.4 | 216.9 | 247.0 | 5,397 | 10,449 | 93,048 | 105,950 |
| Presbyterian Life | 6.6 | 8.5 | 94.4 | 109.2 | 2,766 | 3,560 | 39,642 | 45,863 |
| The Reporter | 17.3 | 11.1 | 248.1 | 147.4 | 7,285 | 4,669 | 104,244 | 61,921 |
| Saturday Evening Post | 135.7 | 180.7 | 1,864.3 | 1,736.7 | 92,296 | 122,908 | 1,267,704 | 1,180,949 |
| †Saturday Review | 44.8 | 54.8 | 678.2 | 677.3 | 18,816 | 23,029 | 284,808 | 284,438 |
| ‡‡Sporting News | 20.7 | 17.1 | 153.6 | 194.9 | 22,413 | 18,521 | 166,702 | 211,434 |
| ‡*Sports Illustrated | 101.5 | 110.8 | 1,283.0 | 982.9 | 42,642 | 47,517 | 497,303 | 425,990 |
| Time | 164.9 | 192.4 | 1,937.2 | 1,844.7 | 69,263 | 80,804 | 813,641 | 774,763 |
| †TV Guide | 22.9 | 26.5 | 398.2 | 357.3 | 4,164 | 4,819 | 72,450 | 65,004 |
| U. S. News & World Report | 173.4 | 192.2 | 1,853.1 | 1,713.0 | 72,828 | 80,724 | 778,302 | 719,460 |
| Total Group | 1,550.8 | 1,756.1 | 17,827.2 | 16,772.9 | 792,246 | 895,913 | 8,903,279 | 8,511,747 |

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for and including regional space. ‡Changed from 429-line page to 420-line page January 1960. †Four issues August 1960; five issues August 1959. ††Three issues August 1960; two issues August 1959. ‡‡Five issues August 1960; four issues August 1959.

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Sept. 1960 | Sept. 1959 | Jan.-Sept. 1960 | Jan.-Sept. 1959 | Sept. 1960 | Sept. 1959 | Jan.-Sept. 1960 | Jan.-Sept. 1959 |
| **Women's** | | | | | | | | |
| †Bride & Home | — | — | 328.0 | 231.5 | — | — | 207,377 | 146,452 |
| *†Bride's Magazine | — | — | 570.9 | 557.9 | — | — | 360,809 | 352,593 |
| Everywoman's Family Circle | 37.8 | 37.2 | 410.2 | 371.2 | 16,216 | 15,959 | 175,975 | 159,245 |
| Good Housekeeping | 85.7 | 110.4 | 768.2 | 877.4 | 36,773 | 47,355 | 329,575 | 376,406 |
| Ladies' Home Journal | 87.4 | 80.9 | 690.9 | 783.2 | 59,408 | 55,036 | 469,799 | 532,580 |
| McCall's | 106.7 | 63.7 | 776.9 | 549.2 | 72,534 | 43,330 | 428,286 | 373,476 |
| ††Modern Bride | 82.8 | 82.3 | 493.0 | 507.8 | 52,298 | 51,982 | 311,589 | 320,904 |
| §Parents' Magazine: | | | | | | | | |
| National Edition | 80.2 | 80.1 | 573.9 | 531.3 | 34,406 | 34,343 | 246,206 | 227,889 |
| Metropolitan New York Ed. | 88.4 | 88.6 | 633.1 | 581.6 | 37,934 | 38,018 | 271,550 | 249,488 |
| Pacific Mountain Edition | 83.9 | 83.5 | 589.9 | 553.6 | 35,972 | 35,827 | 253,016 | 237,452 |
| Seventeen | 150.1 | 156.2 | 1,124.3 | 1,041.7 | 102,041 | 106,201 | 764,520 | 708,331 |
| *Woman's Day | 37.2 | 31.8 | 343.3 | 319.5 | 15,959 | 13,663 | 147,262 | 137,099 |
| The Workbasket | 40.3 | 42.1 | 331.0 | 336.2 | 7,901 | 8,252 | 64,882 | 65,901 |
| Total Group | 880.5 | 856.8 | 7,633.6 | 7,242.1 | 471,442 | 449,966 | 4,030,846 | 3,887,816 |

†Published quarterly in January, April, July and October. Cumulative figures shown are for July issue. *Includes sectional linage prorated to circulation of regional editions. ††Published bi-monthly. Figures shown are for September issue. §Includes Shopping Scout and School & Camp linage.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **General** | | | | | | | | |
| American Artist | 32.1 | 27.1 | 195.4 | 208.7 | 13,483 | 11,385 | 82,069 | 87,672 |
| American Forests | 9.3 | 14.1 | 151.4 | 126.4 | 3,906 | 5,922 | 63,588 | 53,038 |
| American Legion | 16.5 | 14.3 | 131.1 | 142.1 | 6,928 | 6,002 | 55,069 | 59,704 |
| Argosy | 22.3 | 30.2 | 166.0 | 202.8 | 9,581 | 12,980 | 71,218 | 86,003 |
| Atlantic | 38.6 | 35.6 | 373.6 | 307.7 | 16,232 | 14,958 | 156,912 | 129,298 |
| Christian Herald | 41.4 | 49.0 | 284.7 | 305.3 | 17,797 | 21,050 | 122,358 | 131,023 |
| Columbia | 12.0 | 15.6 | 84.8 | 101.5 | 5,024 | 6,533 | 35,615 | 42,643 |
| Coronet | 39.8 | 37.0 | 481.8 | 399.5 | 7,155 | 6,660 | 86,715 | 71,910 |
| Cosmopolitan | 24.4 | 23.3 | 215.5 | 212.6 | 10,502 | 10,019 | 92,438 | 91,238 |
| Ebony | 80.2 | 72.5 | 683.1 | 682.2 | 54,552 | 49,338 | 464,518 | 463,911 |
| Elks Magazine | 15.5 | 12.8 | 113.6 | 106.3 | 6,665 | 5,530 | 49,006 | 47,082 |
| †Esquire | 94.9 | 73.1 | 653.8 | 568.3 | 63,773 | 49,123 | 439,354 | 381,898 |
| Extension | 17.2 | 15.5 | 133.0 | 126.4 | 11,807 | 10,634 | 91,510 | 86,954 |
| Flying | 42.4 | 47.5 | 473.4 | 433.2 | 17,812 | 19,954 | 198,836 | 181,944 |
| ††Golf Digest | 28.7 | 21.0 | 263.2 | 213.1 | 5,612 | 4,286 | 56,879 | 43,468 |
| Gourmet | 25.8 | 27.7 | 253.0 | 246.8 | 11,077 | 11,863 | 108,524 | 104,776 |
| Grade Teacher | 61.0 | 51.8 | 272.4 | 242.6 | 26,913 | 22,843 | 120,136 | 106,944 |
| Harper's Magazine | 36.1 | 33.5 | 347.5 | 279.6 | 15,178 | 14,060 | 145,990 | 117,460 |
| ‡Hi Fi/Stereo Review | 50.5 | 53.3 | 353.5 | 384.0 | 21,223 | 22,394 | 148,453 | 161,271 |
| High Fidelity | 63.1 | 81.0 | 523.7 | 624.3 | 26,502 | 34,020 | 219,954 | 262,206 |
| Holiday | 63.6 | 61.4 | 874.8 | 773.1 | 43,275 | 41,733 | 594,833 | 525,740 |
| Hot Rod | 57.5 | 40.6 | 421.3 | 323.5 | 24,150 | 17,066 | 176,876 | 135,926 |
| Improvement Era | 26.8 | 32.0 | 224.0 | 222.5 | 11,237 | 13,424 | 94,089 | 93,433 |
| Instructor | 72.9 | 66.8 | 261.5 | 244.7 | 49,887 | 45,711 | 177,859 | 167,401 |
| Kiwanis Magazine | 12.0 | 15.1 | 68.2 | 76.0 | 4,888 | 6,378 | 28,319 | 31,729 |
| Lion Magazine | 18.0 | 18.6 | 86.2 | 87.1 | 7,668 | 7,924 | 36,719 | 37,102 |
| Motor Boating | 97.9 | 103.4 | 1,402.3 | 1,298.4 | 57,600 | 60,809 | 824,595 | 763,494 |
| Motor Life | 15.1 | 17.3 | 144.6 | 178.3 | 6,328 | 7,266 | 60,732 | 74,876 |
| Motor Trend | 17.9 | 23.1 | 209.3 | 241.4 | 7,518 | 9,702 | 87,948 | 100,172 |
| National Geographic Magazine | 30.8 | 34.1 | 413.4 | 362.9 | 7,319 | 8,122 | 97,972 | 85,922 |
| Playboy | 46.6 | 37.5 | 231.8 | 196.5 | 19,583 | 15,736 | 97,333 | 82,520 |
| Popular Boating | 50.2 | 42.2 | 804.8 | 715.4 | 29,506 | 24,831 | 473,187 | 420,643 |
| Popular Photography | 56.7 | 53.1 | 615.1 | 617.5 | 23,810 | 22,285 | 258,338 | 259,354 |
| Promenade | 18.2 | 20.8 | 159.4 | 155.7 | 7,794 | 8,896 | 68,389 | 66,758 |
| Reader's Digest | 57.9 | 74.0 | 603.1 | 671.0 | 10,536 | 13,468 | 109,764 | 122,122 |
| Redbook | 33.8 | 27.7 | 333.8 | 284.7 | 14,494 | 11,880 | 143,183 | 122,129 |
| Road & Track | 27.2 | 25.2 | 282.4 | 230.4 | 11,424 | 10,584 | 118,608 | 96,768 |
| Rotarian | 5.7 | 7.1 | 59.5 | 75.4 | 2,374 | 2,977 | 24,956 | 31,644 |
| Sports Cars Illustrated | 31.6 | 30.1 | 335.5 | 240.7 | 13,259 | 12,625 | 140,893 | 101,090 |
| Today's Health | 24.6 | 28.9 | 193.3 | 233.1 | 10,572 | 12,412 | 83,428 | 100,982 |
| Together | 13.4 | 11.2 | 87.5 | 92.2 | 5,763 | 4,840 | 37,584 | 39,814 |
| Town & Country | 108.2 | 109.5 | 633.5 | 588.6 | 68,422 | 69,238 | 401,092 | 372,048 |
| True | 29.3 | 33.3 | 235.6 | 270.5 | 12,539 | 14,304 | 101,060 | 116,065 |
| V. F. W. Magazine | 9.1 | 9.4 | 89.4 | 99.0 | 3,833 | 3,945 | 37,555 | 41,565 |
| Yachting | 100.8 | 98.8 | 1,290.5 | 1,155.1 | 59,270 | 58,094 | 758,814 | 679,199 |
| Total Group | 1,777.6 | 1,757.1 | 16,215.3 | 15,347.1 | 864,771 | 843,804 | 7,843,268 | 7,378,939 |

†Total represents national advertising plus sectional at reduced decimal equivalent. ††Changed from 204-line page to 196-line page March 1960. ‡Formerly Hi Fi Review.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Home** | | | | | | | | |
| American Home | 42.6 | 47.5 | 355.5 | 412.1 | 26,925 | 30,039 | 224,652 | 260,448 |
| Antiques | 62.4 | 61.1 | 553.0 | 525.9 | 18,338 | 17,963 | 162,576 | 154,612 |
| †Better Homes & Gardens | 72.8 | 86.5 | 727.9 | 761.5 | 46,008 | 54,677 | 460,010 | 481,282 |
| Flower & Garden | 25.0 | 28.9 | 329.4 | 290.8 | 10,500 | 12,146 | 138,350 | 122,128 |
| Flower Grower | 31.3 | 40.5 | 433.2 | 462.1 | 13,162 | 17,017 | 181,970 | 194,061 |
| House & Garden | 91.0 | 99.2 | 644.8 | 554.2 | 57,503 | 62,723 | 407,492 | 350,232 |
| House Beautiful | 111.3 | 110.7 | 788.5 | 775.2 | 70,318 | 69,963 | 498,318 | 489,915 |
| †Living for Young Homemakers | 89.5 | 88.2 | 551.6 | 546.2 | 56,564 | 55,728 | 348,587 | 345,196 |
| Popular Gardening | 36.5 | 41.7 | 429.7 | 428.9 | 15,327 | 17,521 | 180,478 | 180,159 |
| Sunset Magazine | 111.6 | 110.6 | 1,157.7 | 1,021.2 | 46,900 | 46,449 | 486,382 | 429,044 |
| Total Group | 674.0 | 714.9 | 5,971.3 | 5,778.1 | 361,545 | 384,226 | 3,088,815 | 3,007,077 |

†Includes sectional linage prorated to circulation of regional editions.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Fashion** | | | | | | | | |
| *†Glamour | 164.0 | 142.2 | 893.6 | 690.0 | 70,736 | 60,994 | 383,344 | 296,007 |
| Harper's Bazaar | 183.4 | 142.6 | 810.7 | 737.6 | 115,906 | 90,190 | 512,448 | 466,266 |
| †Mademoiselle | 90.9 | 72.0 | 821.6 | 729.4 | 39,013 | 30,872 | 352,466 | 312,900 |
| Vogue | 320.7 | 283.4 | 1,350.2 | 1,142.1 | 202,678 | 179,106 | 853,354 | 721,779 |
| Total Group | 759.9 | 640.2 | 3,876.1 | 3,299.1 | 428,333 | 361,162 | 2,101,612 | 1,797,952 |

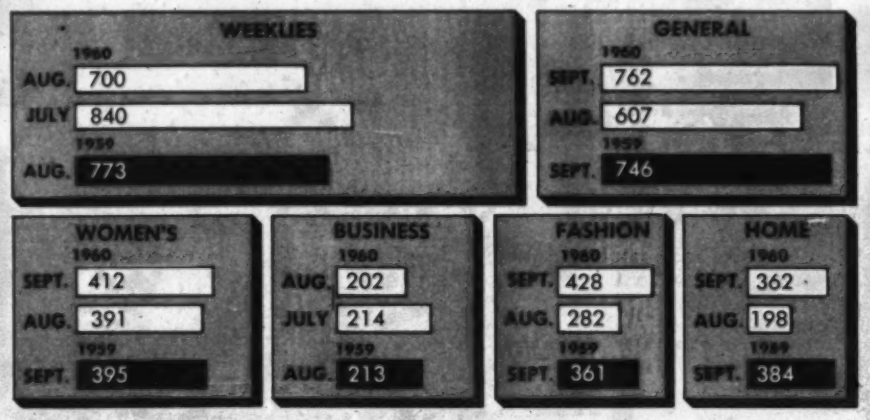
†Includes sectional linage prorated to circulation of regional editions. *Charm incorporated with Glamour November 1959.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Movie-Romance-Radio-TV** | | | | | | | | |
| †Dell Modern Group: | | | | | | | | |
| Modern Romances | 26.8 | 24.4 | 232.1 | 232.4 | 11,510 | 10,473 | 99,584 | 99,681 |
| Modern Screen | 14.8 | 15.0 | 149.6 | 153.0 | 6,364 | 6,465 | 64,205 | 65,627 |
| Screen Stories | 10.0 | 14.1 | 124.1 | 128.3 | 4,271 | 6,052 | 53,232 | 54,992 |
| Fawcett Women's Group: | | | | | | | | |
| Motion Picture | 14.3 | 16.2 | 128.7 | 131.3 | 6,176 | 6,905 | 55,259 | 56,294 |
| True Confessions | 26.8 | 23.7 | 209.3 | 206.5 | 11,492 | 10,163 | 89,784 | 88,599 |
| Hillman Romance Group | 4.9 | 3.2 | 35.5 | 37.7 | 2,132 | 1,408 | 15,425 | 16,349 |
| Hillman Women's Group | 19.6 | 21.0 | 173.4 | 159.7 | 8,429 | 9,030 | 74,611 | 68,704 |
| Ideal Women's Group: | | | | | | | | |
| Intimate Story | 29.8 | 24.4 | 226.6 | 199.6 | 12,786 | 10,429 | 97,227 | 85,666 |
| Movie Life | 28.0 | 27.2 | 219.4 | 202.7 | 12,025 | 11,670 | 93,969 | 86,966 |
| Movie Star TV Close-Ups | 28.0 | 27.2 | 223.5 | 200.4 | 12,025 | 11,670 | 95,889 | 85,998 |
| Personal Romances | 28.7 | 24.9 | 226.6 | 201.4 | 12,329 | 10,688 | 97,217 | 86,416 |
| TV Star Parade | 27.8 | 28.3 | 195.1 | 181.8 | 11,927 | 12,141 | 83,711 | 78,003 |
| Secrets Romance Group: | | | | | | | | |
| Revealing Romances | 22.8 | 22.3 | 174.3 | 181.4 | 9,777 | 9,569 | 74,778 | 77,826 |
| Confidential Confessions | 22.8 | 22.1 | 174.3 | 161.5 | 9,777 | 9,466 | 74,764 | 72,283 |
| Daring Romances | 22.8 | 22.1 | 174.3 | 162.6 | 9,777 | 9,466 | 74,764 | 69,744 |
| Secrets | 22.8 | 22.3 | 174.3 | 181.4 | 9,777 | 9,569 | 74,778 | 77,812 |
| True Story Women's Group: | | | | | | | | |
| Photoplay | 18.6 | 23.7 | 209.5 | 256.7 | 8,000 | 10,169 | 89,884 | 110,112 |
| True Experiences | 12.4 | 16.9 | 117.7 | 142.1 | 5,302 | 7,247 | 50,489 | 60,972 |
| True Love Stories | 11.5 | 16.9 | 118.0 | 143.3 | 4,928 | 7,240 | 50,630 | 61,471 |
| True Romance | 12.5 | 17.0 | 117.2 | 144.2 | 5,362 | 7,275 | 50,271 | 61,882 |
| True Story | 43.2 | 44.8 | 438.1 | 464.2 | 18,554 | 19,239 | 187,926 | 199,123 |
| TV-Radio Mirror | 10.5 | 14.1 | 95.7 | 121.9 | 4,492 | 6,034 | 41,046 | 52,302 |
| Total Group | 459.4 | 471.8 | 3,937.3 | 3,994.1 | 197,212 | 202,368 | 1,689,443 | 1,726,822 |

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issues.

## Magazine Linage Trend

Figures in thousands




### §Business (September)

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Dun's Review & Modern Industry | 91.0 | 103.1 | 710.9 | 717.3 | 38,203 | 43,307 | 298,578 | 301,276 |
| Fortune | 209.7 | 196.0 | 1,648.5 | 1,389.7 | 132,562 | 123,872 | 1,036,796 | 878,322 |
| Management Methods | 51.7 | 46.5 | 465.8 | 391.2 | 21,714 | 19,530 | 195,636 | 164,304 |
| Nation's Business | 56.2 | 57.7 | 501.3 | 445.0 | 23,584 | 24,248 | 210,481 | 186,941 |
| Total Group | 408.6 | 403.3 | 3,318.5 | 2,943.2 | 216,063 | 210,957 | 1,741,491 | 1,530,843 |

§Because current month linage figures for several publications are not yet available this group is broken into a September and an August section.

### Business (August)

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Aug. 1960 | Aug. 1959 | Jan.-Aug. 1960 | Jan.-Aug. 1959 | Aug. 1960 | Aug. 1959 | Jan.-Aug. 1960 | Jan.-Aug. 1959 |
| Barron's | 61.6 | 69.4 | 577.1 | 633.8 | 40,386 | 45,545 | 378,578 | 415,785 |
| †Business Week | 311.8 | 339.8 | 3,203.3 | 2,991.3 | 130,935 | 142,729 | 1,345,403 | 1,256,342 |
| ‡Financial World | 35.9 | 29.9 | 348.9 | 386.2 | 15,084 | 12,575 | 146,555 | 164,215 |
| Forbes | 36.2 | 29.1 | 455.6 | 443.5 | 15,193 | 12,215 | 191,328 | 186,257 |
| Total Group | 445.5 | 468.2 | 4,584.9 | 4,454.8 | 201,598 | 213,064 | 2,061,864 | 2,022,599 |

†Four issues August 1960; five issues August 1959. ‡Five issues August 1960; four issues August 1959.

### Farm Magazines

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Sept. 1960 | Sept. 1959 | Jan.-Sept. 1960 | Jan.-Sept. 1959 | Sept. 1960 | Sept. 1959 | Jan.-Sept. 1960 | Jan.-Sept. 1959 |
| Farm & Ranch—Southern Agriculturist: (mon) | | | | | | | | |
| #Southeastern Edition | 25.1 | 30.1 | 292.7 | 313.6 | 10,789 | 12,922 | 125,560 | 134,555 |
| #Southwestern Edition | 25.7 | 31.7 | 303.3 | 317.5 | 11,009 | 13,580 | 130,098 | 136,191 |
| Average 2 Editions | 25.3 | 30.7 | 296.8 | 315.1 | 10,875 | 13,178 | 127,327 | 135,192 |
| Farm Journal: (mon) | | | | | | | | |
| #Central Edition | 74.6 | 89.9 | 747.8 | 756.2 | 32,017 | 38,569 | 320,802 | 324,425 |
| #Eastern Edition | 60.1 | 74.9 | 618.1 | 683.6 | 25,797 | 32,134 | 265,180 | 293,251 |
| #Southeastern Edition | 49.6 | 61.7 | 513.1 | 590.6 | 21,299 | 26,486 | 220,124 | 253,361 |
| #Southwestern Edition | 51.0 | 61.7 | 522.1 | 590.6 | 21,870 | 26,486 | 223,986 | 253,361 |
| #Western Edition | 61.8 | 83.1 | 631.4 | 729.4 | 26,518 | 35,637 | 270,891 | 312,932 |
| Average 5 Editions | 59.4 | 77.4 | 606.5 | 690.0 | 25,500 | 33,207 | 260,197 | 295,992 |
| Progressive Farmer: (mon) | | | | | | | | |
| #Carolina-Va. Edition | 63.6 | 74.3 | 644.7 | 667.2 | 43,266 | 50,513 | 438,407 | 453,716 |
| #Ga.-Ala.-Fla. Edition | 64.2 | 74.5 | 647.6 | 664.9 | 43,664 | 50,656 | 440,390 | 452,108 |
| #Ky.-Tenn.-W.Va. Edition | 62.3 | 71.6 | 605.7 | 622.7 | 42,351 | 48,656 | 411,876 | 423,449 |
| #Miss.-La.-Ark. Edition | 61.9 | 74.1 | 598.6 | 640.0 | 42,146 | 50,395 | 407,015 | 435,178 |
| #Texas Edition | 64.1 | 79.2 | 620.8 | 662.8 | 43,581 | 53,826 | 422,112 | 450,729 |
| Average 5 Editions | 63.2 | 74.7 | 623.5 | 651.5 | 43,002 | 50,809 | 423,960 | 443,037 |
| Successful Farming (mon) | 77.4 | 92.9 | 639.8 | 702.5 | 34,820 | 41,793 | 287,922 | 316,124 |
| Total Group | 225.3 | 275.7 | 2,166.6 | 2,359.1 | 114,197 | 138,987 | 1,099,406 | 1,190,345 |

#Not included in totals.

### Youth

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| American Girl | 35.1 | 32.1 | 228.7 | 227.5 | 15,073 | 13,770 | 98,110 | 97,599 |
| Boys' Life | 32.5 | 31.2 | 162.9 | 249.3 | 22,108 | 21,275 | 110,793 | 169,752 |
| Scholastic Magazines | 57.3 | 50.2 | 303.3 | 275.5 | 24,063 | 21,091 | 127,364 | 115,682 |
| 'Teen Magazine | 19.6 | 13.3 | 142.4 | 62.6 | 8,218 | 5,586 | 59,766 | 26,348 |
| Total Group | 144.5 | 126.8 | 837.3 | 814.9 | 69,462 | 61,722 | 396,033 | 409,381 |

NOTE: Child Life and Scholastic Roto not published in September; next issue October.

### Mechanics & Science

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Mechanix Illustrated | 64.0 | 65.7 | 580.9 | 610.3 | 14,318 | 14,715 | 130,095 | 136,701 |
| Popular Electronics | 53.5 | 56.5 | 435.7 | 497.2 | 11,980 | 12,649 | 97,595 | 111,375 |
| Popular Mechanics | 94.5 | 110.8 | 924.7 | 995.0 | 21,168 | 24,821 | 207,141 | 222,873 |
| Popular Science | 98.0 | 121.4 | 848.6 | 902.2 | 21,963 | 27,185 | 190,085 | 202,069 |
| †Science & Mechanics | — | — | 304.2 | 322.3 | — | — | 68,148 | 72,203 |
| Total Group | 310.0 | 354.4 | 3,094.1 | 3,327.0 | 69,429 | 79,370 | 693,064 | 745,221 |

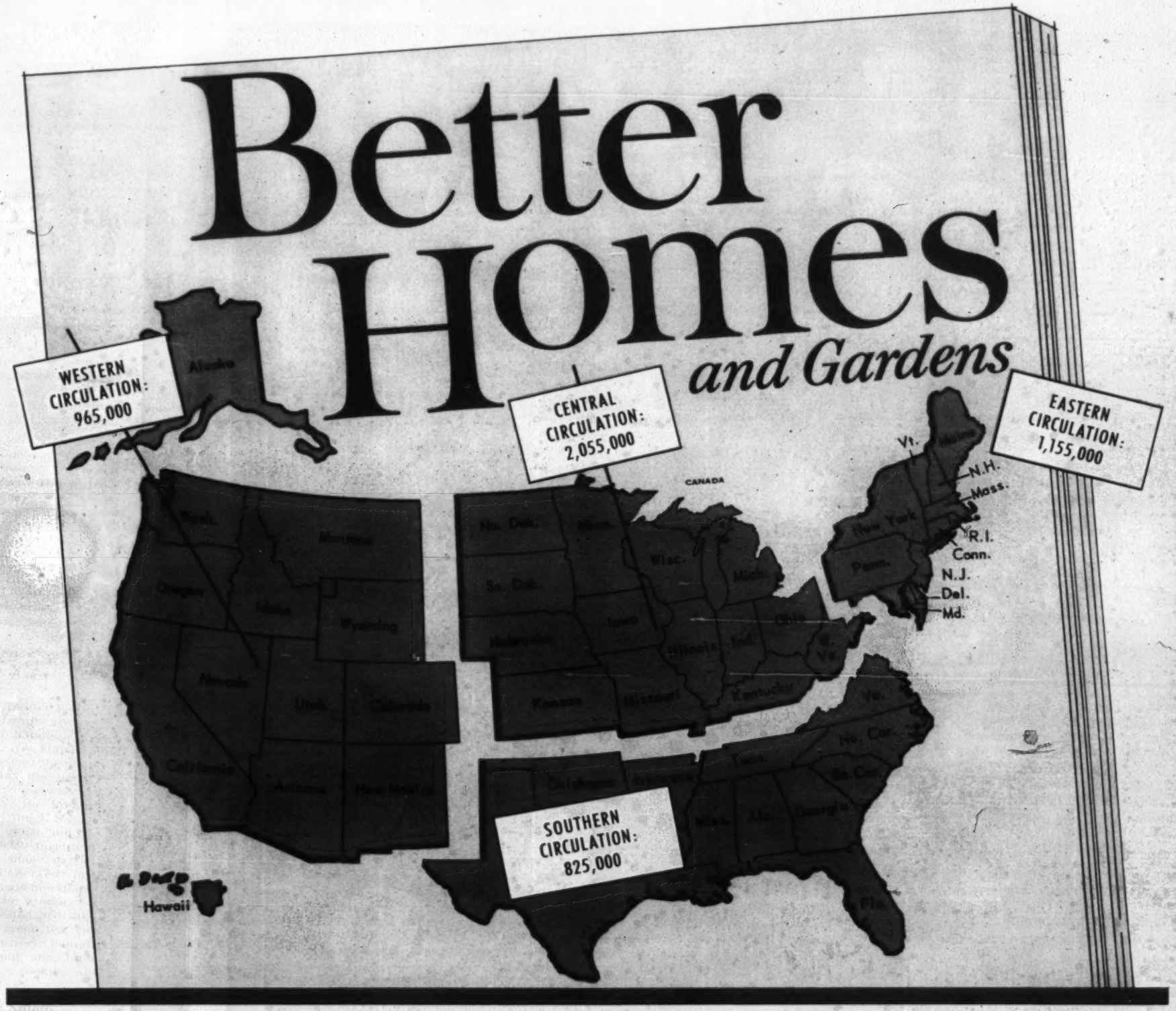
†Published bi-monthly; cumulative figures shown are for August issue.

### Outdoor & Sport

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| American Rifleman | 70.5 | 64.8 | 455.9 | 460.6 | 30,240 | 27,794 | 195,555 | 197,583 |
| Field & Stream | 70.3 | 70.8 | 610.4 | 674.6 | 30,146 | 30,351 | 261,875 | 289,386 |

(Continued on Page 62)

# *YOU CAN...with Better Homes and Gardens...reach the "Idea Families" WHEN AND WHERE YOU WANT!*




## *Every issue available for every region... No-waiting, guaranteed-insertion basis*

Now in The Family Idea Magazine—where America shops for ideas that make sales—advertisers can pinpoint messages even better than ever before.

With the addition of two new regional editions — Central and Eastern, BH&G allows you to select standard areas in any part of the country *any* time you want them . . . for talking sectional interests and sectional needs. And you have the advantages of national magazine atmosphere, reproduction and service editorial environment. Each issue will be the complete national edition plus a section for regional advertising *and* editorial material.

No other magazine provides the advertiser with the combination of bigness, selectivity and economy in reaching people looking for ideas for a better home and a better way to raise a family. BH&G's famous idea power is built into every issue—the power that turns ideas into sales. Here's power for advertisers who want to hit the whole nation at once or just a section of it.

The 4 regional editions give advertisers a choice of 14 combinations. For details, call your nearest BH&G office, or write Better Homes and Gardens, Des Moines 3, Iowa.

*MEREDITH OF DES MOINES... America's biggest publisher of ideas for today's living and tomorrow's plans*

| | Pages Sept. 1960 | Pages Sept. 1959 | Pages Jan.-Sept. 1960 | Pages Jan.-Sept. 1959 | Lines Sept. 1960 | Lines Sept. 1959 | Lines Jan.-Sept. 1960 | Lines Jan.-Sept. 1959 |
|---|---|---|---|---|---|---|---|---|
| Fur-Fish-Game | 24.5 | 21.6 | 193.9 | 197.4 | 10,487 | 9,244 | 83,160 | 84,715 |
| Guns | 33.8 | 37.6 | 229.6 | 207.9 | 14,511 | 16,130 | 98,510 | 89,189 |
| Outdoor Life | 69.2 | 70.2 | 595.0 | 628.9 | 29,702 | 30,099 | 255,254 | 269,821 |
| Sports Afield | 52.7 | 65.2 | 503.7 | 583.5 | 22,604 | 27,979 | 216,077 | 250,377 |
| Total Group | 321.0 | 330.2 | 2,588.5 | 2,752.9 | 137,690 | 141,597 | 1,110,431 | 1,181,071 |
| ***Detective & Fiction*** | | | | | | | | |
| Cavalier | 14.7 | 18.3 | 183.9 | 152.7 | 6,263 | 7,831 | 78,846 | 65,488 |
| Dell Men's Group | 8.7 | 10.4 | 101.2 | 105.5 | 3,722 | 4,463 | 43,369 | 45,302 |
| Total Group | 23.4 | 28.7 | 285.1 | 258.2 | 9,985 | 12,294 | 122,215 | 110,790 |
| ***Newspaper Sections (I)*** | | | | | | | | |
| (Nationally distributed with Sunday newspapers) | | | | | | | | |
| The American Weekly | 16.4 | 22.6 | 212.6 | 319.3 | 13,921 | 19,248 | 180,737 | 271,402 |
| Family Weekly | 39.0 | 33.6 | 336.1 | 391.7 | 33,234 | 28,602 | 285,672 | 333,009 |
| Parade | 45.6 | 54.1 | 462.8 | 553.5 | 38,828 | 45,951 | 393,368 | 470,489 |
| This Week Magazine | 73.3 | 72.8 | 603.6 | 657.7 | 62,319 | 61,906 | 513,063 | 559,057 |
| Total Group | 174.3 | 183.1 | 1,615.1 | 1,922.2 | 148,302 | 155,707 | 1,372,840 | 1,633,957 |

| | Pages Aug. 1960 | Pages Aug. 1959 | Pages Jan.-Aug. 1960 | Pages Jan.-Aug. 1959 | Lines Aug. 1960 | Lines Aug. 1959 | Lines Jan.-Aug. 1960 | Lines Jan.-Aug. 1959 |
|---|---|---|---|---|---|---|---|---|
| ***Newspaper Sections (II) (August)*** | | | | | | | | |
| (All other newspaper sections) | | | | | | | | |
| †Chicago Tribune Magazine | 129.9 | 149.3 | 1,308.5 | 1,203.1 | 110,379 | 126,867 | 1,112,260 | 1,022,641 |
| †New York Times Magazine | 323.2 | 291.5 | 2,202.3 | 1,855.1 | 274,713 | 247,764 | 1,871,976 | 1,576,823 |
| †Philadelphia Inquirer | 76.4 | 94.4 | 926.0 | 1,020.0 | 64,937 | 80,270 | 787,160 | 867,035 |
| Total Group | 529.5 | 535.2 | 4,436.8 | 4,078.2 | 450,029 | 454,901 | 3,771,396 | 3,466,499 |

†Four issues August 1960; five issues August 1959.

| | Pages Sept. 1960 | Pages Sept. 1959 | Pages Jan.-Sept. 1960 | Pages Jan.-Sept. 1959 | Lines Sept. 1960 | Lines Sept. 1959 | Lines Jan.-Sept. 1960 | Lines Jan.-Sept. 1959 |
|---|---|---|---|---|---|---|---|---|
| ***Comics Magazines*** | | | | | | | | |
| American Comics Group | 7.0 | 7.0 | 63.0 | 63.0 | 2,646 | 2,646 | 23,814 | 23,814 |
| Harvey Comics Group | 8.0 | 8.0 | 73.0 | 74.0 | 3,024 | 3,024 | 27,594 | 27,972 |
| National Comics Group: | | | | | | | | |
| Blue Unit | 5.5 | 7.5 | 45.0 | 56.0 | 2,079 | 2,835 | 17,010 | 21,168 |
| Red Unit | 6.5 | 7.0 | 46.5 | 57.5 | 2,457 | 2,646 | 17,577 | 21,735 |
| Total Group | 27.0 | 29.5 | 227.5 | 250.5 | 1,206 | 11,151 | 85,995 | 94,689 |
| ***Canadian National Weekend Newspapers (Rotogravure Linage)*** | | | | | | | | |
| La Patrie | 20.0 | 45.5 | 176.7 | 369.0 | 18,020 | 40,859 | 158,993 | 332,099 |
| La Presse | 84.9 | 87.4 | 713.8 | 730.3 | 76,456 | 78,698 | 642,487 | 657,313 |
| †Perspectives | 79.7 | 43.6 | 594.3 | 43.6 | 77,678 | 42,476 | 579,448 | 42,476 |
| Star Weekly | 75.2 | 98.5 | 748.1 | 794.6 | 69,455 | 86,217 | 658,258 | 695,244 |
| Weekend Magazine | 106.9 | 113.3 | 808.4 | 906.8 | 104,234 | 110,502 | 788,183 | 884,144 |
| Total Group | 366.7 | 388.3 | 3,041.3 | 2,844.3 | 345,843 | 358,752 | 2,827,369 | 2,611,276 |

†First published Sept. 12, 1959.

| | Pages Sept. 1960 | Pages Sept. 1959 | Pages Jan.-Sept. 1960 | Pages Jan.-Sept. 1959 | Lines Sept. 1960 | Lines Sept. 1959 | Lines Jan.-Sept. 1960 | Lines Jan.-Sept. 1959 |
|---|---|---|---|---|---|---|---|---|
| ***Canadian*** | | | | | | | | |
| †Canadian Homes | 30.6 | 42.2 | 320.0 | 325.5 | 20,796 | 28,694 | 217,586 | 221,310 |
| Chatelaine | 74.5 | 72.4 | 558.0 | 529.0 | 50,666 | 49,206 | 379,457 | 359,753 |
| Liberty | 23.8 | 25.4 | 215.5 | 227.8 | 10,210 | 10,897 | 92,439 | 97,717 |
| Maclean's | 88.9 | 88.6 | 653.2 | 667.1 | 60,480 | 60,247 | 444,158 | 453,604 |
| The Montrealer | 16.0 | 13.3 | 139.9 | 182.2 | 6,720 | 5,586 | 58,758 | 76,524 |
| Reader's Digest: | | | | | | | | |
| English Edition | 110.0 | 95.5 | 831.8 | 754.0 | 20,020 | 17,381 | 151,379 | 137,228 |
| French Edition | 121.5 | 101.0 | 873.8 | 805.3 | 22,113 | 18,382 | 159,023 | 146,556 |
| Revue Populaire | 28.2 | 20.7 | 203.8 | 152.7 | 19,970 | 14,502 | 142,601 | 107,068 |
| Samedi | 9.2 | 14.9 | 132.0 | 153.3 | 6,540 | 10,444 | 92,610 | 107,379 |
| *‡Saturday Night | 28.5 | 36.8 | 312.7 | 301.0 | 11,950 | 15,456 | 131,314 | 126,420 |
| ‡Time-Canadian | 108.1 | 125.8 | 1,159.1 | 1,083.5 | 45,710 | 52,780 | 486,815 | 455,035 |
| Total Group | 502.7 | 474.0 | 3,928.0 | 3,796.9 | 217,515 | 215,339 | 1,738,011 | 1,707,139 |

NOTE: Revue Moderne discontinued publication with June 1960 issue. Effective October 1960 it will be published as French edition of Chatelaine. †Formerly Canadian Homes & Gardens. ‡Not included in totals; as September figures were unavailable as this issue went to press August figures are shown. *Two issues August 1960; three issues August 1959.

| | Pages Sept. 1960 | Pages Sept. 1959 | Pages Jan.-Sept. 1960 | Pages Jan.-Sept. 1959 | Lines Sept. 1960 | Lines Sept. 1959 | Lines Jan.-Sept. 1960 | Lines Jan.-Sept. 1959 |
|---|---|---|---|---|---|---|---|---|
| ***§Foreign (September)*** | | | | | | | | |
| Hablemos | 19.7 | 16.9 | 178.6 | 141.6 | 16,506 | 14,154 | 149,100 | 118,944 |
| Popular Mechanics: | | | | | | | | |
| Popular Mekanik (Danish) | 15.0 | 21.0 | 177.5 | 170.0 | 3,360 | 4,704 | 39,760 | 38,080 |
| †PM (Dutch Edition) | 11.0 | —— | 81.8 | —— | 2,464 | —— | 18,323 | —— |
| Mecanique Populaire (French) | 25.8 | 29.5 | 222.7 | 242.2 | 5,779 | 6,608 | 49,884 | 54,252 |
| Populare Mechanik (German) | 6.8 | 6.8 | 41.1 | 44.6 | 1,523 | 1,523 | 9,211 | 9,996 |
| Popular Mekanik (Swedish) | 7.0 | 9.0 | 87.5 | 76.5 | 1,568 | 2,016 | 19,600 | 17,136 |
| ‡Mecanica Popular (Latin America): | | | | | | | | |
| Brazil (Portuguese) | 27.0 | —— | 183.0 | —— | 6,048 | —— | 40,992 | —— |
| Mexican-Caribbean (Spanish) | 23.1 | —— | 221.7 | —— | 5,166 | —— | 39,616 | —— |
| So. Hemisphere (Spanish) | 12.8 | —— | 122.6 | —— | 2,870 | —— | 27,470 | —— |
| Total Group | 148.2 | 83.2 | 1,316.5 | 674.9 | 45,284 | 29,005 | 393,956 | 238,408 |

§Because current month linage figures for several publications are not yet available this group is broken into a September and an August section. †First published January 1960. ‡Editions first published January 1960.

| | Pages Aug. 1960 | Pages Aug. 1959 | Pages Jan.-Aug. 1960 | Pages Jan.-Aug. 1959 | Lines Aug. 1960 | Lines Aug. 1959 | Lines Jan.-Aug. 1960 | Lines Jan.-Aug. 1959 |
|---|---|---|---|---|---|---|---|---|
| ***Foreign (August)*** | | | | | | | | |
| Life International | 88.7 | 83.3 | 649.1 | 572.1 | 60,435 | 56,695 | 441,405 | 389,045 |
| †Life En Espanol | 30.7 | 38.4 | 302.0 | 407.0 | 20,995 | 26,180 | 205,360 | 276,760 |
| Ex-Mexico Edition | 37.3 | 40.0 | 361.6 | 411.2 | 25,415 | 27,200 | 245,990 | 279,650 |
| | ( 6.4) | ( 1.4) | ( 59.6) | ( 4.2) | ( 4,420) | ( 1,020) | ( 40,630) | ( 2,890) |
| ‡Caribbean Edition | 50.3 | —— | 518.6 | —— | 34,255 | —— | 352,750 | —— |
| | (13.0) | —— | (157.0) | —— | ( 8,840) | —— | (106,760) | —— |
| Mexican Edition | 52.1 | 52.6 | 483.6 | 467.6 | 35,445 | 35,870 | 328,950 | 318,070 |
| | (21.2) | (14.2) | (181.6) | ( 60.6) | (14,450) | ( 9,690) | (123,590) | (41,310) |
| Newsweek: | | | | | | | | |
| Pacific Edition | 99.4 | 78.9 | 819.8 | 630.6 | 41,752 | 33,142 | 344,295 | 264,843 |
| European Edition | 85.4 | 69.3 | 649.3 | 600.0 | 35,872 | 29,118 | 272,718 | 252,000 |
| Reader's Digest: | | | | | | | | |
| Arabic | 30.0 | 35.0 | 286.0 | 253.0 | 4,920 | 5,740 | 46,904 | 41,492 |
| Argentine | 66.5 | 52.5 | 405.5 | 381.5 | 12,103 | 9,555 | 73,801 | 69,433 |
| Australian | 94.5 | 77.3 | 568.0 | 523.0 | 17,199 | 14,060 | 103,376 | 95,186 |
| Austrian | 48.0 | 50.0 | 485.0 | 458.0 | 8,736 | 9,100 | 88,270 | 83,356 |
| Belgian | 34.5 | 27.0 | 379.0 | 310.5 | 6,038 | 4,725 | 66,325 | 54,338 |
| Brazilian | 95.5 | 93.0 | 649.0 | 653.0 | 16,713 | 16,275 | 113,575 | 114,275 |
| British | 57.5 | 57.5 | 613.5 | 537.5 | 10,695 | 10,695 | 114,111 | 99,975 |
| Caribbean | 61.5 | 66.5 | 507.0 | 449.0 | 11,193 | 12,103 | 92,274 | 81,718 |
| Danish | 27.0 | 29.8 | 295.3 | 299.5 | 4,590 | 5,058 | 50,193 | 50,195 |
| Dutch | 43.0 | 33.5 | 453.0 | 326.0 | 7,826 | 6,097 | 82,446 | 59,332 |
| Finnish | 23.0 | 19.0 | 202.0 | 162.0 | 4,278 | 3,534 | 37,572 | 27,540 |
| French | 67.0 | 56.7 | 906.3 | 769.8 | 11,725 | 9,917 | 158,608 | 134,706 |
| French-Swiss | 21.0 | 16.7 | 221.0 | 176.0 | 3,675 | 2,917 | 38,675 | 30,800 |
| German | 71.0 | 72.0 | 818.0 | 787.0 | 12,922 | 13,104 | 148,876 | 143,234 |
| German-Swiss | 22.0 | 19.3 | 263.3 | 204.0 | 4,004 | 3,518 | 47,926 | 37,128 |
| Iberian | 63.0 | 57.0 | 590.8 | 571.5 | 11,466 | 10,374 | 107,517 | 104,013 |
| Indian | 66.0 | 58.0 | 410.0 | 418.0 | 12,012 | 10,556 | 74,620 | 76,076 |
| Italian | 47.0 | 40.0 | 590.5 | 522.5 | 8,084 | 6,880 | 101,566 | 89,870 |
| Japanese | 32.5 | 38.3 | 284.0 | 285.0 | 5,460 | 6,426 | 47,712 | 47,880 |
| Mexican | 48.0 | 52.5 | 356.0 | 369.5 | 8,736 | 9,555 | 64,792 | 67,249 |
| New Zealand | 38.5 | 20.5 | 276.0 | 178.5 | 7,007 | 3,731 | 50,232 | 32,487 |
| Norwegian | 28.5 | 21.5 | 326.5 | 315.0 | 4,845 | 3,655 | 55,505 | 53,550 |
| Overseas Military | 53.0 | 38.0 | 329.0 | 294.0 | 9,646 | 6,916 | 59,878 | 53,508 |
| South African | 71.0 | 57.5 | 588.0 | 546.5 | 12,709 | 10,293 | 105,252 | 97,824 |
| Southern Hemisphere | 22.5 | 19.0 | 167.0 | 152.0 | 4,095 | 3,458 | 30,394 | 27,664 |
| Swedish | 38.5 | 23.0 | 425.0 | 338.5 | 7,161 | 4,278 | 79,050 | 62,961 |
| Time International: | | | | | | | | |
| Time-Atlantic | 132.1 | 118.1 | 1,034.6 | 902.8 | 55,475 | 49,945 | 434,490 | 379,120 |
| Time-Latin American | 97.7 | 109.1 | 749.9 | 797.0 | 40,985 | 45,815 | 314,895 | 334,740 |
| Time-Pacific | 102.4 | 92.4 | 795.3 | 727.4 | 42,980 | 38,780 | 334,005 | 305,480 |
| Vision: | | | | | | | | |
| Visao (Portuguese Edition) | 165.0 | 137.3 | 1,195.3 | 1,149.5 | 69,300 | 57,680 | 502,040 | 482,790 |
| Mexican Edition | 17.3 | 15.5 | 160.2 | 148.2 | 7,280 | 6,510 | 67,270 | 62,230 |
| Spanish Edition | 85.0 | 73.5 | 676.0 | 620.2 | 35,700 | 30,870 | 283,920 | 260,505 |
| Total Group | 2,214.8 | 1,962.5 | 18,824.4 | 16,900.4 | 666,322 | 587,965 | 5,510,828 | 4,887,503 |

†Finures in parentheses are regional advertising only and are included in each edition's total. For group totals only the regional figures are included. ‡First published January 1960.

### *California Issues Booklet on Consumer's Legal Rights*

A 10-page booklet explaining the legal rights of consumers when they purchase goods and services on credit has been issued by California's State Attorney General Stanley Mosk. "So many people are buying and selling on time," Mr. Mosk explained, "that abuses have arisen. We want to protect the consumer and the honest seller by eliminating the dishonest."

More than 400,000 copies of "Know Your Rights, When You Buy on Time" will be distributed by the California Retailers Assn., local unions of the AFL-CIO and various consumer groups. Copies may be obtained by writing to the Attorney General's offices at San Francisco, Los Angeles or Sacramento.

### *Fiesta Pools in Campaign*

Fiesta Pools, Los Angeles, has launched a fall newspaper advertising campaign, using the theme "Sound of safety" to highlight its offer of a free Honeywell Sonar safety system with each swimming pool it sells. Ads will feature pre-school children, with copy telling how the system permits adjustment so fine that an alarm is set up with the splashing of a hand in the pool. Page ads are running in the *Los Angeles Times*, and *Examiner*, the *Pasadena Star-News*, *Long Beach Independent-Press Telegram*, and *San Fernando Valley Times*. Max Becker Advertising, Long Beach, is the agency.

### *Yambert Adds Elcco Products*

Elcco Products, Los Angeles manufacturer and national distributor of laundry and dry cleaning equipment, has appointed the Ralph Yambert Organization, Los Angeles, its agency. Formerly E. L. Chrisman Co., Elcco recently was purchased by Weber Aircraft Corp., Burbank, Cal., of which it is now a division. Weber Aircraft is owned by Weber Showcase & Fixture Co., which has Yambert as its agency.

### *Dental Group to Sponsor Ads*

The Waterbury Dental Society, Waterbury, Conn., will sponsor paid newspaper announcements in conjunction with the opening of local offices by new dentists who are prospective members of the organization. The society said its action does not violate the Connecticut State Dental Society edict prohibiting individual dentists from advertising.


**Ideas**

*that sell at the point of sale*

CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.



**SCORE TWICE WITH ONE PITCH!**

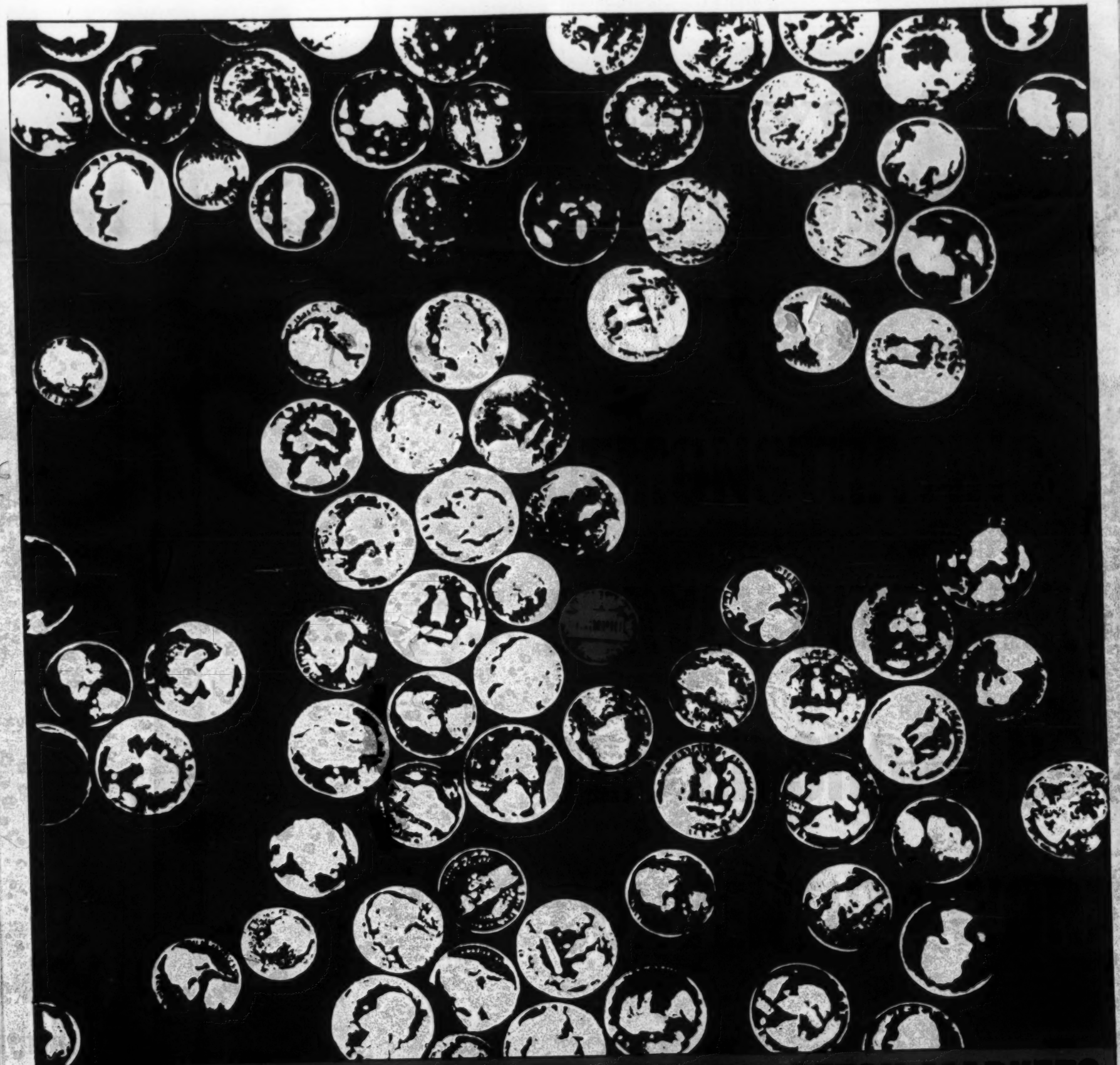
Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use SIOUXLAND'S BIG FAMILY NEWSPAPER

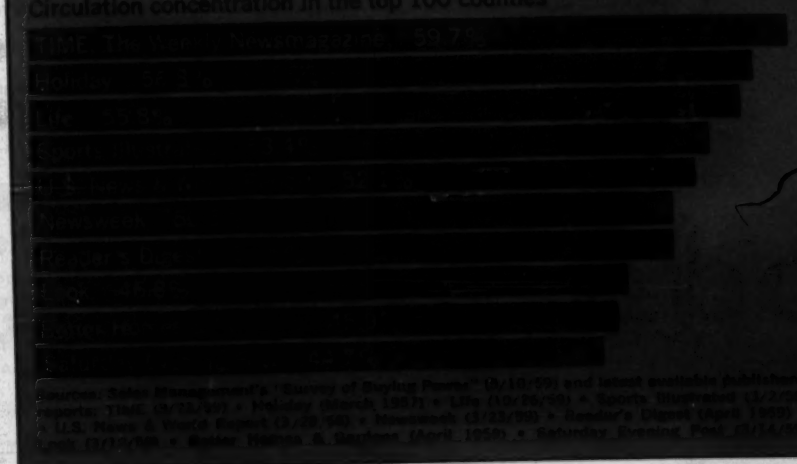
The Sioux City Journal.

National Representatives — JANN & KELLEY INC.



# CONCENTRATION AND COVERAGE: THE TOP RETAIL MARKETS

RETAIL SALES
Circulation concentration in the top 100 counties



More than half (51.6%) of all retail sales are made in less than 4% of America's 3,070 counties. In that prosperous 4%, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation. Additional proof that wherever there's a busy, profitable market, TIME's in the midst of it—giving you concentration and coverage where it counts.

THAT'S TIME

# 90 days later!

## Things are cooking on the front burner here at FOOD Engineering since Chilton took over in June . . . circulation is climbing above planned new quota . . . big new advertisers signing up . . . FE editors are hitting the field in force . . .

**MISHOU'S IN THE SOUP** . . . Management Editor Jack Mishou commuted to Camden to get all the exciting facts on Campbell Soup's great management development program . . . to score another "first" for FOOD Engineering's readers. Another hot September story.

**TRAUBERMAN'S GOT A STEIN SONG** . . . Technical Editor Len Trauberman dropped in at Schmidt's 100th Anniversary "open house", stayed to talk with Industrial Engineer Jim Layton, cracked a real news story on a revolutionary, high-speed case packer. Coming in October.

**ZIEMBA TAKES THE CAKE** . . . Veteran reporter and Senior Editor John Ziemba smelled another delicious success story at the Sara Lee Bakeries in Chicago, stayed with it, got another FE exclusive for October on the novel processing of three great new Sara Lee cakes.

**LAWLER'S KNEE DEEP IN ORANGES AND PINEAPPLES** . . . A Florida trip by Chief Editor Frank Lawler uncovers a fascinating new block-freezing process by Tropicana. And in the coming months, reports on personal interviews with Hawaiian, California and European food makers. It's getting harder and harder for the home office to keep track of these editors, but FE readers can. They know *live reporting* when they see it!

**TAYLOR'S "SOCIABLE" WITH PEPSI** . . . Duke Taylor, FE's marketing authority headed first to NYC headquarters for a personal rundown from Pepsi-Cola management on their new "Do-it-yourself Market Audit", then scurried down to Annapolis for a full day in a big Pepsi bottling plant to see the system actually work. The story's in September.

# Sept. circulation isn't up 22% as promised... it's up 29%

"MISTER FOOD ENGINEERING" — Circulation Director Ivan Miller — says we just beat our own bogey. Instead of the 34,500 we promised you for September, we actually delivered a cool, well-calculated 35,500 coverage of buying influences — total print order 36,700.

Right now we're running 29% over June, and we'll keep right on climbing through December, up-up-up *over* 38,000. Since rates are based on an ABC figure of 28,500, we're passing along a handsome bonus, and delighted to do it.

Ivan has selected each one of the food management men on this controlled list on practically a personal basis. After all, who could know these men, and their plants and companies more intimately? "Mister Food Engineering" has grown up in this business — as editor, marketing man and manager. He's as critical as yourself as to who's a customer and who isn't.

## M-A-P

## cuts your selling costs

WATCH THIS CLOSELY, as FOOD Engineering adapts and adds to its services to food field suppliers, integrates all this into Chilton's proved M-A-P. Currently, FE's complete circulation list is being checked and curry-combed. Soon, advertisers and agencies will be able to dissect this multi-billion market six ways from Sunday . . . by product classification, by functions, by states. Our objective: To provide you with all the marketing assistance you need to get the maximum from your FOOD Engineering schedule.

# CHILTON'S FOOD ENGINEERING

**Better Management in Manufacturing, Packaging and Marketing**

**Chestnut & 56th Sts., Philadelphia 39, Pa.**

CROWN-ZELLERBACH
ALCOA . . . STANGE . . .
KIMBERLY-CLARK . . .
NEW ADVERTISERS
ARE FLOCKING TO FE!

To serve you better . . . A new division of
WORKMAN DIVERSIFIED ENTERPRISES,

WORKMAN
RESEARCH

USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN • SAMPLING • CODING • TABULATING • PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES

### Fairchild Names Three

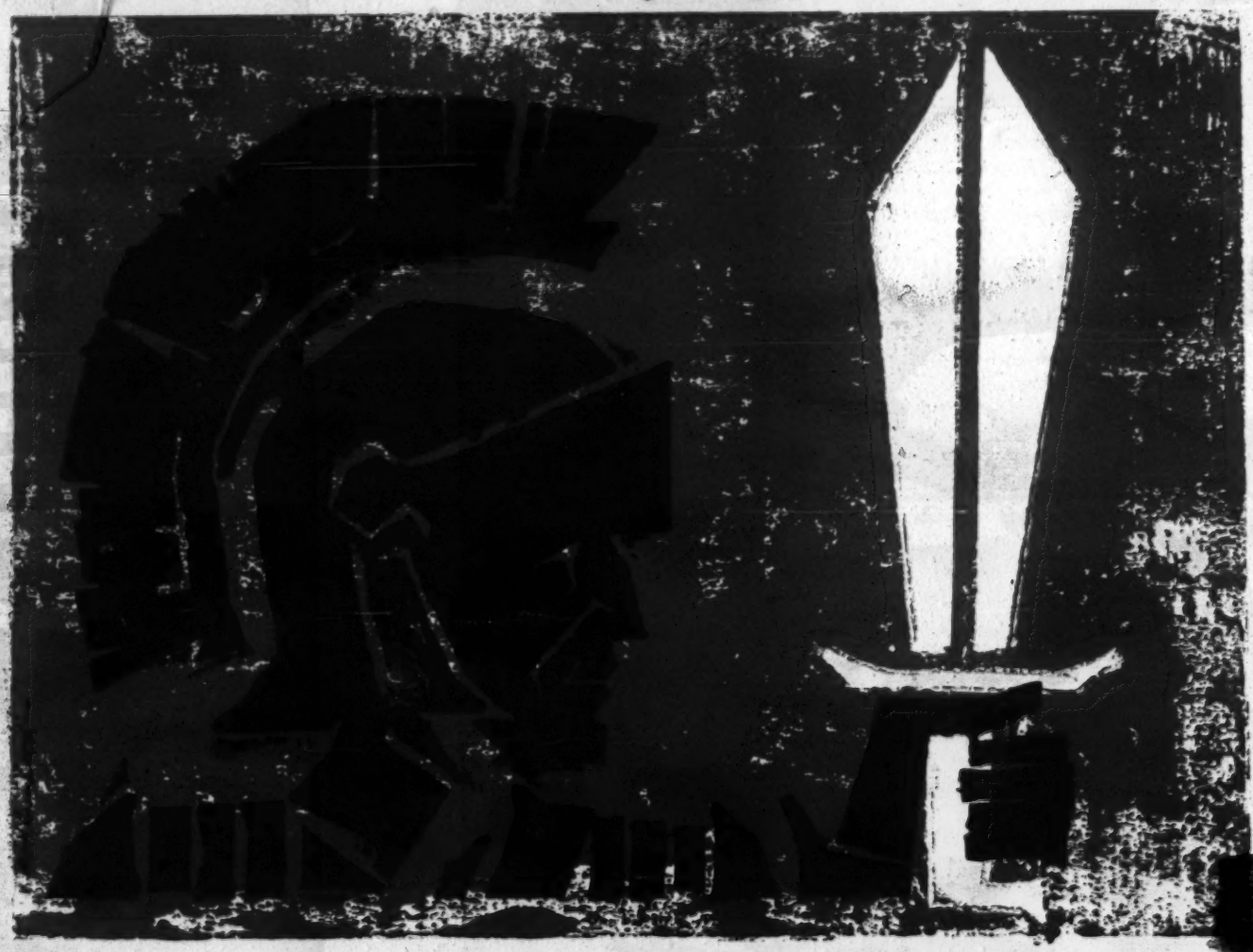
*Metalworking News*, a weekly newspaper to be started next month by Fairchild Publications, New York, has named Howard E. Keim, David B. Herrell and Philip O'Keefe to its sales staff. Mr. Keim had previously been with another Fairchild paper, *Home Furnishings Daily*. Mr. Herrell formerly was with Reinhold Publishing.

### Gumbinner Adds Croton

Croton Watch Co., New York, importer of Swiss watches, has appointed Lawrence C. Gumbinner Advertising, New York, to handle advertising. The account was formerly with Heineman, Kleinfeld, Shaw & Joseph.

REALISTIC—*Ads for Marathon gas by Ohio Oil Co., Findlay, O., receive attention in the August Art Direction. Full-color ads used in the regional editions of The Saturday Evening Post are reproduced for their "realistic art." N. W. Ayer & Son is the agency.*

I CAME, I SAW



I CONQUERED

From Egypt, Caesar went to Syria and Pontus, and in quick order, routed Pharnaces II, sending back his now famous message. Balaban Stations haven't taken to wearing the victor's laurel wreath around their brows, but it's a fact Balaban advertisers are conquering their markets. Balaban directs their messages, like Caesar's, straight to the point . . . the selling point. Balaban programming, stimulating personalities and get-up-and-go appeal gets listeners and keeps listeners – keeps 'em listening and keeps 'em buying! Let the Balaban Stations carry your message, straight to the buyer. Balaban Stations – couriers par excellence!

THE BALABAN STATIONS in tempo with the times • John F. Box, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc. Sold Nationally by the Katz Agency

## Time Buying Job Needs Upgrading, Survey Shows

NEW YORK, Sept. 15—Does the time buying profession need upgrading?

This was the question Carl L. Schuele, president and general manager of Broadcast Time Sales, radio station representative, had on his mind when he commissioned Trendex to make a special telephone survey sampling New York time buyers, media supervisors, account executives and advertiser executives.

After tabulating answers from ten people in each of the above classifications, Broadcast Time Sales reported on its findings:

1. Should time buyers be consulted more frequently on marketing and copy approaches? Yes, said 90% of the time buyers, 80% of the media supervisors and account executives and 50% of the client representatives.

2. Should time buyers have a greater voice in media selection? Yes, said 70% of the buyers, 60% of the media supervisors, 80% of the account execs and 50% of the advertisers.

3. Do you think time buyers should be forced to buy on ratings alone instead of utilizing creative and qualitative criteria as do print buyers? No, said all the time buyers, 80% of the media supervisors the account executives and 10% of the clients.

4. Do you agree that time buyers' opinions would be more respected if they were more highly paid? Yes, said 70% of the buyers, 50% of the media supervisors, 30% of the account executives and 10% of the advertiser representatives.

■ Mr. Schuele said the findings indicated that "all segments of the industry are striving to give time buyers the recognition and status they have so well earned." #

### Laufer Named Media Director

Robert Haas Advertising, Chicago, has appointed Elsie Laufer media director. Miss Laufer was formerly media director of Fulton, Morrissey Co., Chicago, and space buyer and assistant to the media director of Campbell-Mithun, Chicago.

### 'SEP' Promotes Bailey

Morton S. Bailey Jr., formerly a salesman on *The Saturday Evening Post*, has been named associate manager of the New York sales office of the *Post*.

"I don't know who you are.

I don't know your company.

I don't know your company's product.

I don't know what your company stands for.

I don't know your company's customers.

I don't know your company's record.

I don't know your company's reputation.

Now—what was it you wanted to sell me?"

*MORAL: Sales start before your salesman calls—with business publication advertising.*

**McGraw-Hill**

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

**. . . habit forming**

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

**THE NEW PHYSICIAN**

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS


### Radio Reports Renamed

Radio Reports, New York, a broadcast monitoring and recording service, has changed its name to Radio-TV Reports. The company has been active in both radio and tv for some time. A new department has been set up under Dawn Ruby to provide monitoring services to advertising agencies.

### Cappy Ricks Names Three

Cappy Ricks & Associates, Seattle agency, has promoted Richard E. Paetzke from production manager to account executive and Muriel Wilson from media chief to production manager, and has added Sharon Lund in the media purchasing and scheduling department.

## Information for Advertisers

"9 Plus 2," a 28-page study of its 11-county coverage area, has been published by **KYW**, Cleveland radio station. The study includes a profile of leading cities within these counties, including population, number of newspapers, tv stations and radio stations, and type of industry in the city. Copies of the survey are available from Janet Byers, advertising and promotion manager, KYW, 815 Superior Ave., N.E., Cleveland.

• The seventh "Iowa Brand Inventory of Des Moines Sunday Register Subscribers" has been published by the **Des Moines Register**. The inventory reports standings of 173 different brand name products, including food and household items, tobacco products, drugs and toiletries, home appliances, and automotive and farm products. Additional information may be obtained from the *Des Moines Register*.

• "Audience Characteristics of Nation's Agriculture," a farm market research report, has been published by **Nation's Agriculture**. The report covers data on its readers' average annual income; per cent of its readers who are farm owners/operators, dollar value of farm machinery and equipment owned; automobile, truck and station wagon ownership; types of crops raised; amount of livestock owned; size of farm, and dollar value of buildings. Copies of the report are available from Herbert Hall, Business Manager, *Nation's Agriculture*, 2300 Merchandise Mart, Chicago 54.

• "Third National Study of Sports Illustrated Subscriber Households," a 125-page rundown on the characteristics, possessions and preferences of its subscribers, has been published by **Sports Illustrated**. The study covers household possessions, such as autos, appliances, sports and photo equipment; characteristics of household heads by occupation, job position, etc.; travel activities, and financial data, such as credit card possession, insurance policies carried, etc. Additional information may be obtained from *Sports Illustrated*, Time & Life Bldg., Rockefeller Center, New York 20. #

### Shochu Anyone? Asks Gotham-Vladimir

The Japan Trade Center has appointed Gotham-Vladimir Advertising, New York, to handle a promotional campaign for Japanese food specialties. Tied to this campaign is a survey that the agency will conduct to determine which of these specialties has the greatest market potential in the U.S.

The agency will publish and distribute recipe booklets, stage demonstrations at food shows, participate in "Luncheon Is Served" programs and run a small newspaper campaign. Among the products to be promoted and tested are sake, shochu (raw fish), green tea, rice wine vinegar, canned loquats, canned rainbow trout and Japanese confectionaries, cookies and biscuits.

### Regie Int'l Names Seletti

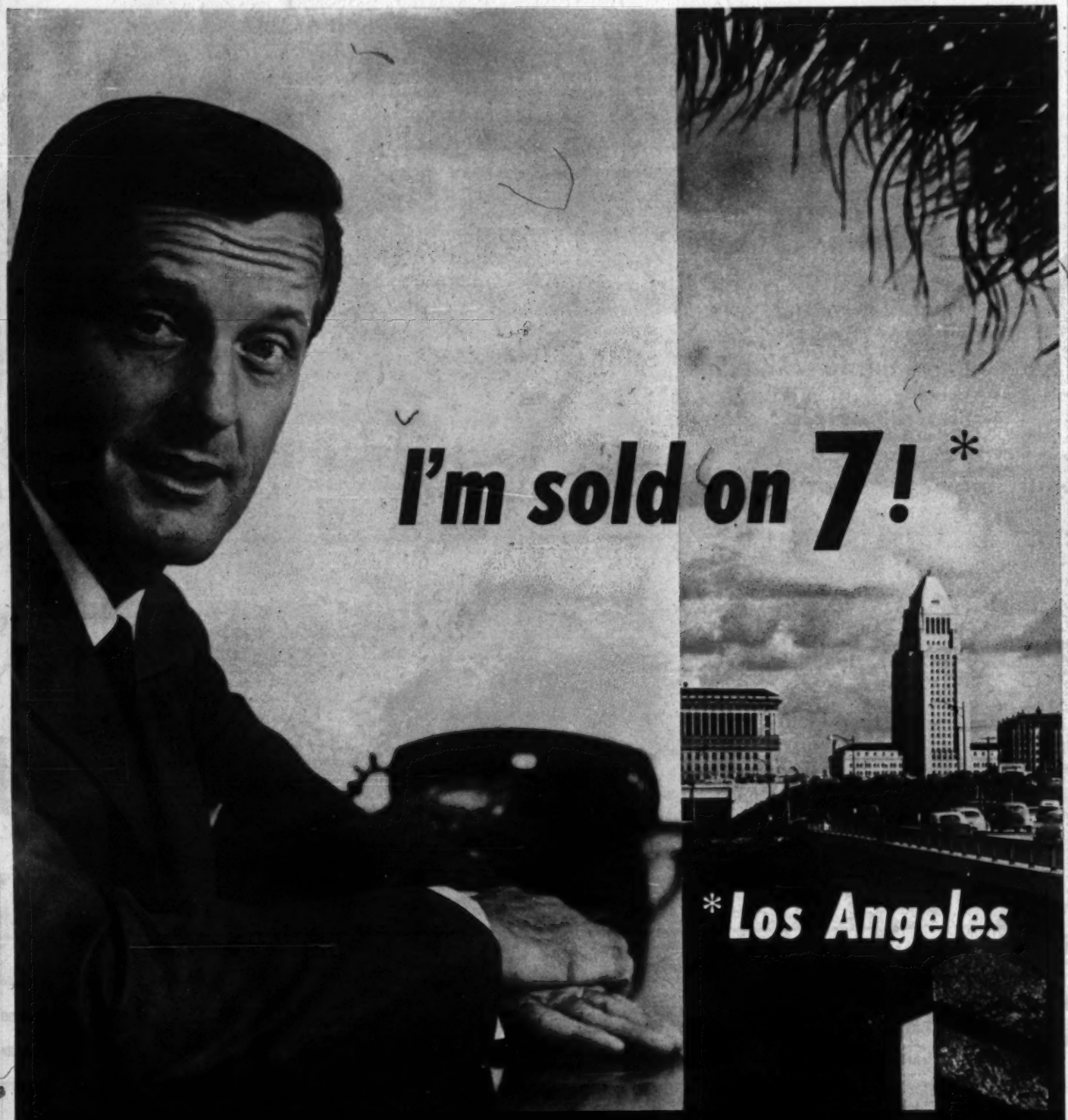
Jacques Seletti, formerly with Renault Inc. and Les Artistes de France Associates, has joined Regie International, New York representative for European media, as managing director. The company is a subsidiary of Regie-Presse, French media representative and associated company of Publicis, France's largest advertising agency. Among the publications it represents here are *France-Soir*, *Elle*, *Realites* and *Entreprise*.

### Brookes Heads Boston AMA

Warren T. Brookes, account executive of Kenyon & Eckhardt, Boston, has been elected president of the Boston chapter of the American Marketing Assn. for the 1960-'61 year.

### OAI Names Edward Graham

Edward B. Graham, vp of J. Walter Thompson Co., New York, has been appointed to the new post of creative director of Outdoor Advertising Inc., New York.


*KABC-TV sells him with aggressive programming . . . the wide range of entertainment that is the keynote of ABC's Flagship in the modern West. 7 million other Southern Californians are sold on 7 in America's first market. You can be sold on 7, too.*

Though not a rare bird, the Institutions executive is a unique one. We've been collecting all varieties of the species for 23 years . . . not an easy task for many reasons. His varied plumage is disconcerting to the uninitiated who tries to identify and reach him. His migratory habits find him ranging far from the administrative nest down to a boiler room through food preparation, dining and lounge areas and even into the upper reaches to a cooling tower. You recognize him as the debonair hotel manager, perceptive maintenance engineer, suave restaurateur, distinguished executive chef or cost-conscious purchasing agent. He may often be a "she" . . . the dedicated dietitian or exacting executive housekeeper.

Our editors have become expert ornithologists studying this elusive "Bossbird" in his native habitat. The results of this research will be the dominant feature in our January issue.

Another INSTITUTIONS Magazine "first" will be introduced in January. Dining for Dinnertime, an exciting new concept in restaurant themes, will be a complete editorial package featuring furnishings, fabrics and accessories—foods, menus, recipes and table appointments.

To celebrate her 10th anniversary with INSTITUTIONS Magazine, Dietitian Lois Townsend has selected the 100 best-selling recipes from her files to be dramatically presented as a once-in-a-decade collection in January.

With today's advanced technology, furniture for Institutions is losing the mass-production look. Latest design trends by leading manufacturers will be the subject of "The New Sculptured Look," a multi-page feature in January.

What does this mean to you? *INTENSE READERSHIP.* Here is the bird your salesmen are trying to coax to the perch. We have it for you . . . captive, happy, eager and responsive. Each year he purchases billions of dollars worth of food, food service equipment, furnishings, maintenance and building products. This bird should be watching your advertising messages in the pages of INSTITUTIONS Magazine's January issue and throughout 1961.

FORMS CLOSE NOVEMBER 25—CALL US OR CONSULT YOUR ADVERTISING AGENCY

Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING
1801 PRAIRIE AVE., CHICAGO 16, ILL.

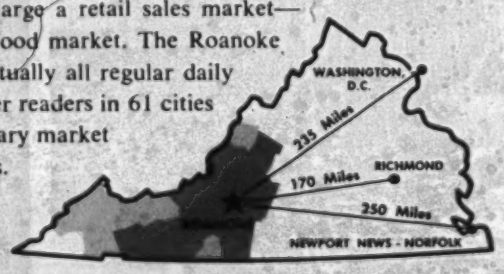
*Now — in Roanoke, Virginia*

# FULL COLOR

**is available in this newspaper market that's LARGER than 22 of the Nation's top 100 markets.**

It is OVER TWICE as large as its Metro Area ranking indicates—
OVER 2½ times as large a retail sales market—
3 TIMES as large a food market. The Roanoke Newspapers reach virtually all regular daily and Sunday newspaper readers in 61 cities and towns in 16 primary market counties plus 9 others.

AND NOW
FULL COLOR
IS AVAILABLE




**No. 1 IN THE NATION IN SUNDAY METRO SATURATION**

Home of the New Norfolk and Western Railway

THE ROANOKE TIMES
The Roanoke World-News

National Representatives SAWYER • FERGUSON • WALKER CO.

CAKEWALKERS—*A recent promotion by American Metal Market had these lovelies delivering copies of the daily business paper to 53 New York advertising execs. At the windup of the week-long promotion the gals delivered cakes inscribed with the selling message, "AMM covers 80% of metal buying authority." The cakes, incidentally, had a 20% wedge cut from them, giving the admen only 80% of the cake. Palmer, Codella & Associates, New York, handled the promotion.*

### *Needham, Louis Names Two*

Needham, Louis & Brorby, Chicago, has named Thomas E. Armstrong, previously tv-radio creative director of Fuller & Smith & Ross, Pittsburgh, group head and writer in its tv creative department, and James R. Sherburne, formerly with Foote, Cone & Belding, a copywriter.

### *Mavest Sets New Push*

Mavest Inc., New York, clothing manufacturer, will run seven color pages in the October issue of *Gentlemen's Quarterly* to promote the fabric and fibers in its new line of men's sport coats. *Daily News Record* also will be used. Mervin & Jesse Levine, New York, is the agency.

### *Contemporary Ad Moves*

Contemporary Advertising, Spokane agency formed seven years ago, has moved into new quarters at N. 9 Post St., the agency's third expansion.

*Ad Clinic #15*

*(a transparent device to get you to read this Sheraton ad)*

*by "Red" Moat*

## Ads we could do without

**ONLY SHERATON RESERVES AND CONFIRMS ROOMS IN 4 SECONDS**

SHERATON HOTELS

**This is a brag-and-boast headline that obviously overstates the case.**

**How could any hotel company reserve a room that fast?**

Pardon, sir, but it's true. Sheraton has a wonder machine, *RESERVATRON*, that makes and confirms reservations anywhere — electronically. All you do is phone the nearest Sheraton Hotel or reservation office. To help us test this ad, send for free, 104-page booklet that gives helpful dope on all Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #15, 470 Atlantic Ave., Boston, Massachusetts.**

# manpower, inc.

# MERCHANDISING SERVICES

## help you Move your products in 1, 10, or 200 markets!

**Manpower Merchandising Services are available in all of these markets:**

Akron, Ohio
Albany, N.Y.
Albuquerque, N.M.
Allentown, Pa.
Anderson, Ind.
Atlanta, Ga.
Aurora, Ill.
Austin, Texas
Bakersfield, Calif.
Baltimore, Md.
Baton Rouge, La.
Battle Creek, Mich.
Binghamton, N.Y.
Birmingham, Ala.
Boston, Mass.
Bridgeport, Conn.
Bronx, N.Y.
Brooklyn, N.Y.
Buffalo, N.Y.
Camden, N.J.
Canton, Ohio
Cedar Rapids, Iowa
Charleston, S.C.
Charlotte, N.C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Corpus Christi, Texas
Dallas, Texas
Danbury, Conn.
Davenport, Iowa
Dayton, Ohio
Decatur, Ill.
Denver, Colo.
Des Moines, Iowa
Detroit, Mich.
Elizabeth, N.J.
Elyria-Lorain, Ohio
Erie, Pa.
Evanston, Ill.
Evansville, Ind.
Fitchburg, Mass.
Fort Wayne, Ind.
Fort Worth, Texas
Fresno, Calif.
Gary, Ind.
Grand Rapids, Mich.
Green Bay, Wis.
Greensboro, N.C.
Hackensack, N.J.
Hammond, Ind.
Hartford, Conn.
Honolulu, Hawaii
Houston, Texas
Indianapolis, Ind.
Jackson, Miss.
Jacksonville, Fla.
Jamaica, L.I., N.Y.
Jersey City, N.J.
Kansas City, Mo.
Levittown, Pa.
Lexington, Ky.
Lima, Ohio
Lincoln, Neb.
Little Rock, Ark.
Los Angeles/ Beverly Hills/ San Fernando Valley, Calif.
Louisville, Ky.
Madison, Wis.
Memphis, Tenn.
Miami, Fla.
Middletown, Ohio
Milwaukee, Wis.
Minneapolis, Minn.
Mobile, Ala.
Montgomery, Ala.
Morristown, N.J.
Nashville, Tenn.
Needham, Mass.
Newark, N.J.
New Bedford, Mass.
New Brunswick, N.J.
New Haven, Conn.
New Orleans, La.
New York, N.Y.
Niagara Falls, N.Y.
Norfolk, Va.
Norristown, Pa.
Oakland, Calif.
Ogden, Utah
Oklahoma City, Okla.
Omaha, Nebr.
Orlando, Fla.
Oshkosh, Wis.
Palm Beach, Fla.
Paterson, N.J.
Peoria, Ill.
Perth Amboy, N.J.
Philadelphia, Pa.
Phoenix, Ariz.
Pittsburgh, Pa.
Port Huron, Mich.
Portland, Ore.
Providence, R.I.
Racine, Wis.
Richmond, Va.
Rochester, N.Y.
Rockford, Ill.
Sacramento, Calif.
Saginaw/ Bay City, Mich.
St. Louis, Mo.
St. Paul, Minn.
St. Petersburg, Fla.
Salem, Mass.
Salinas, Calif.
Salt Lake City, Utah
San Antonio, Texas
San Bernardino/ Riverside, Calif.
San Diego, Calif.
San Francisco, Calif.
San Jose, Calif.
San Leandro, Calif.
Schenectady, N.Y.
Seattle, Wash.
Sheboygan, Wis.
Shreveport, La.
Sioux City, Iowa
South Bend, Ind.
Spokane, Wash.
Springfield, Mass.
Springfield, Mo.
Springfield, Ohio
Stockton, Calif.
Syracuse, N.Y.
Tacoma, Wash.
Tampa, Fla.
Terre Haute, Ind.
Toledo, Ohio
Trenton, N.J.
Troy, N.Y.
Tucson, Ariz.
Tulsa, Okla.
Tyler, Texas
Utica, N.Y.
Vancouver, Wash.
Waco, Texas
Waltham, Mass.
Washington, D.C.
Waterbury, Conn.
Waterloo, Iowa
Waukegan, Ill.
Waukesha, Wis.
Wausau, Wis.
White Plains, N.Y.
Wichita, Kansas
Wilmington, Del.
Worcester, Mass.
Youngstown, Ohio
Zeeland, Mich.

CANADIAN
Edmonton, Alta.
Hamilton, Ont.
London, Ont.
Montreal, Que.
New Westminster, B.C.
Regina, Sask.
Toronto, Ont.
Vancouver, B.C.
Winnipeg, Man.

FOREIGN
Antwerp, Belgium
Brussels, Belgium
Copenhagen, Denmark
Birmingham, England
Brighton, England
London, England
Paris, France
Frankfort a/Main, Ger.
Tel Aviv, Israel
Milan, Italy
Mexico City, Mexico
Lisbon, Portugal
Barcelona, Spain
Madrid, Spain
Stockholm, Sweden

## 1. DEMONSTRATING

## 2. SURVEY INTERVIEWING

## 3. DEALER SHOPPING

## 4. CONVENTION WORK

**Now, for the first time,** Advertising and Marketing Executives have *one* reliable world-wide source for important Merchandising Services. Through a vast network of over 200 offices, Manpower can provide the people and supervision that you need — whenever you need it. With Manpower on your team you are assured of uniform procedure in every market — one billing for the entire job — accurate performance reports — and no time-consuming supervisory problems. One call to your local Manpower office starts your program in motion whenever you need it.

Mail this coupon right now or call your local Manpower office for FREE Booklets describing this unique Merchandising Service.

Manpower, Inc.
824 N. Plankinton Avenue, Milwaukee, Wisconsin

Please rush me copies of the booklets indicated below.

☐ Product Demonstrating ☐ Dealer Shopping
☐ Survey Interviewing ☐ Convention Work

Name.....

Firm.....

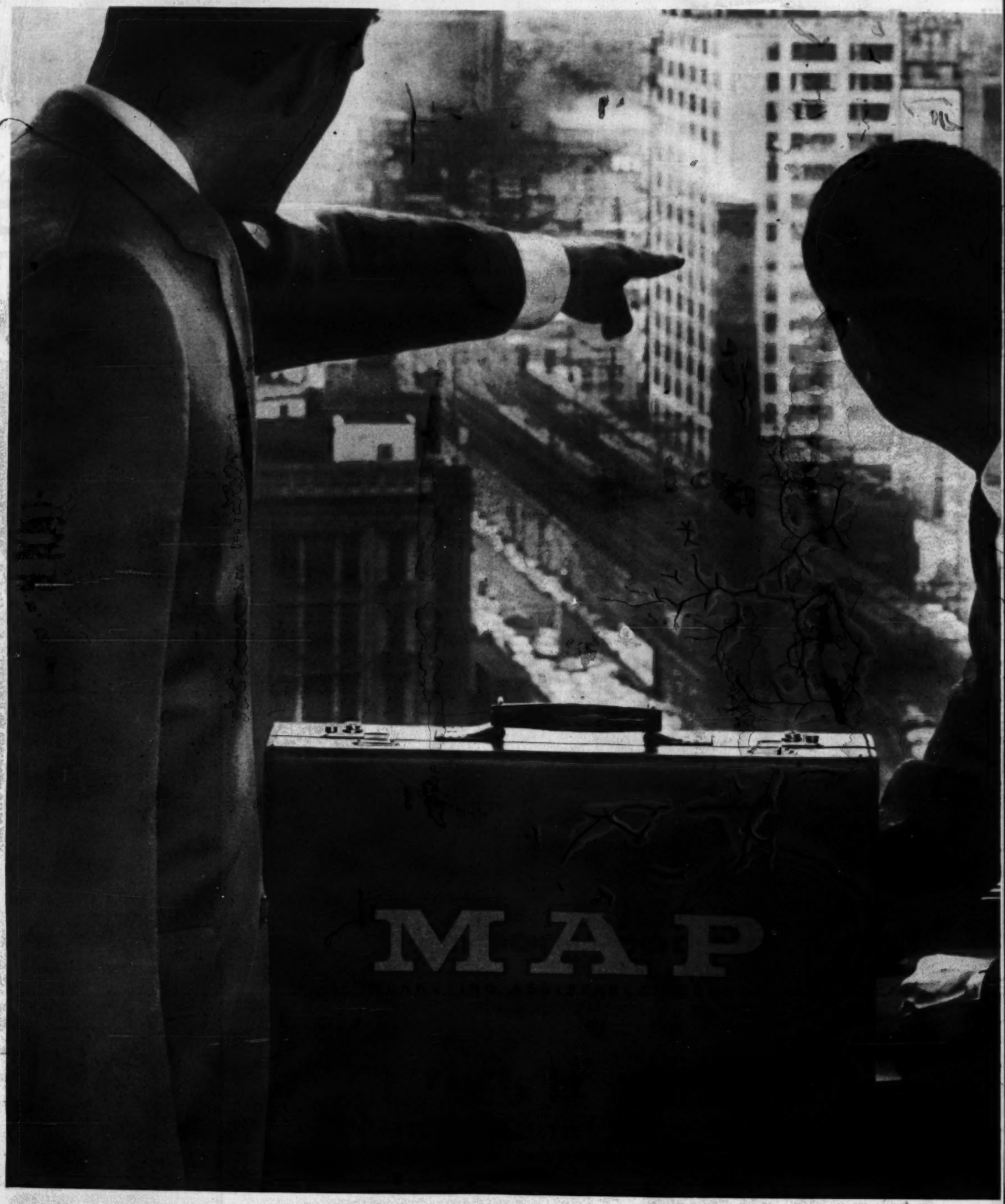
Title.....

Address.....

# manpower®, inc.

MERCHANDISING SERVICES DIVISION

World Headquarters: 824 North Plankinton Avenue, Milwaukee, Wisconsin • Canadian Headquarters: 57 Bloor Street-West, Toronto, Ontario




# CHILTON'S MARKETING

KELLY SMITH COMPANY NATIONAL REPRESENTATIVES

# Chilton's M-A-P points the way to DYNAMIC MARKETING in the decisive sixties

Alert marketing might have saved the 300 or so companies that went out of business this week.

A worth-while product—made right, and offered at a fair price—is not enough to assure success.

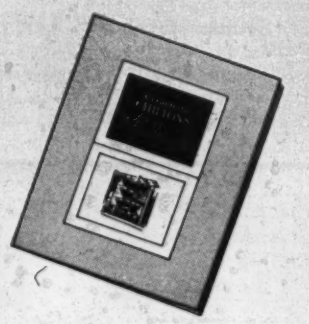
Something else is needed. A sure hand that guides your product from maker to user . . . through the most efficient channels.

There is no single answer . . . no sweeping generality. Marketing becomes scientific only when you yourself apply the necessary forces to your product, your company and your market.

Chilton's Marketing Assistance Program (M-A-P) is almost certain to be of help to you. The very facts, figures and insight into your market that you need may cost you nothing. And they may be readily available—if not, M-A-P can help you obtain them fast and at reasonable cost.

Detailed information on each of the markets covered by Chilton's 18 outstanding business magazines is outlined in this new booklet. Write for a copy of "A Guide to Chilton's M-A-P."

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.



NBP

Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age
Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age
Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World
Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering
Gas • Product Design & Development • Chilton Book Division • Chilton Research Services

# ASSISTANCE PROGRAM

**ARB SAYS: FIRST**

*Month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 22% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday. (May, 1960)*

FIRST every book since November, 1959.

**NIELSEN SAYS: FIRST**

*Month after month Channel 2 has led the parade in Nielsen as well. First in four out of the six 3-hour periods in May-June, 1960; first in all six periods in July. First in 31 out of 38 quarter-hour periods. Monday through Friday, 7:30 AM—5 PM in July.*

CONSISTENT LEADERSHIP IN 4 STATION

**DETROIT WJBK-TV**

*the* **STORER** *station backed by 33 years of responsible broadcasting*

NATIONAL SALES OFFICES:
625 Madison Avenue, New York 22
230 N. Michigan Avenue, Chicago 1

*Call KATZ*

## *Indiana Standard Saves Waste Motion via Ad Task Forces*

CHICAGO, Sept. 13—Task groups composed of representatives of six departments of Standard Oil Co. (Indiana) and D'Arcy Advertising Co., Standard's agency, collaborate in the preparation of the company's over-all marketing platform, Wayne Stackhouse, Standard's manager of advertising services, said here last night.

In a talk before a meeting of the Assn. of Industrial Advertisers, Mr. Stackhouse said that representatives of sales promotion, sales training, sales technical, public relations, marketing research and advertising are assigned to the task groups, plus D'Arcy personnel.

He said the task groups are charged with the responsibility of collectively weighing the relative merits of each marketing consideration, whether it be advertising, sales promotion, sales training or product quality. Mr. Stackhouse was a member of a panel composed of Brick Miller, commercial advertising manager; William Rooney, D'Arcy account executive on Standard; and William Barker, media director of D'Arcy.

■ Mr. Stackhouse went on to explain that the platforms developed by the task force groups are used "in the development of our advertising themes, appeals, media selections and campaigns. These platforms enable us to base our budgets on specific objectives and tasks to be performed."

He added that the groups are organized on a customer category rather than a product basis "because our objective is to sell the entire petroleum needs of a customer, not just one product."

Mr. Miller said the 1961 marketing platform will cover the following areas: A 1961 business forecast; market emphasis and evaluation; study of manpower needs and examination of selling strategy; new products and product improvement; sales training; development of information on what the competitor is doing; advertising; sales promotion planning and special promotion activities.

After the marketing platform is approved by Standard's top sales management, it is reviewed and endorsed by regional managers and marketing managers, Mr. Miller said. Then it goes to top management for final approval.

■ Because the agency works closely in the development of the marketing platform, it knows exactly what the client is and is not going to do the following year, Mr. Rooney said. He added that "securing approval at Standard Oil has been made much easier through the program of task groups and their corresponding marketing programs."

In answer to a question, Mr. Stackhouse said that his top management had approved the original advertising budget submitted by the task forces for the past five years in succession.

Mr. Stackhouse said that the task forces try to avoid second guessing management in the preparation of the budget. "We first tell them what we expect to accomplish from our program and then we tell them how much it will cost," he said. #

### *FTC Hits National Drug With False Ad Suit*

The Federal Trade Commission has charged National Drug Plan, Washington mail order drug house, with false advertising. FTC's complaint alleges that the company does not sell only to "select occupation groups," but to everyone. Also challenged is the claim that customers save 25% to 50% on drug prices.

Purchasers can't save any specific amount, the complaint states, because costs differ in different communities depending on the brand and the amount charged for compounding the prescriptions.

### *'Institutions' Names Shaw Sales Promotion Manager*

In reporting the appointment of Howard Bernard Shaw to the staff of *Institutions Magazine*, Chicago (AA, Sept. 12), ADVERTISING AGE incorrectly said he was named sales manager. Mr. Shaw actually was named sales promotion manager. Roy Adams is sales manager of the publication, a post he has held for the past five years.

### Coleman-Parr Adds 2 Accounts

Coleman-Parr, Los Angeles, has been named to handle advertising for Ungar Electric Tools, a division of Eldon Industries, Los Angeles. The agency also has been Hardware Mfg. Co., Los Angeles.

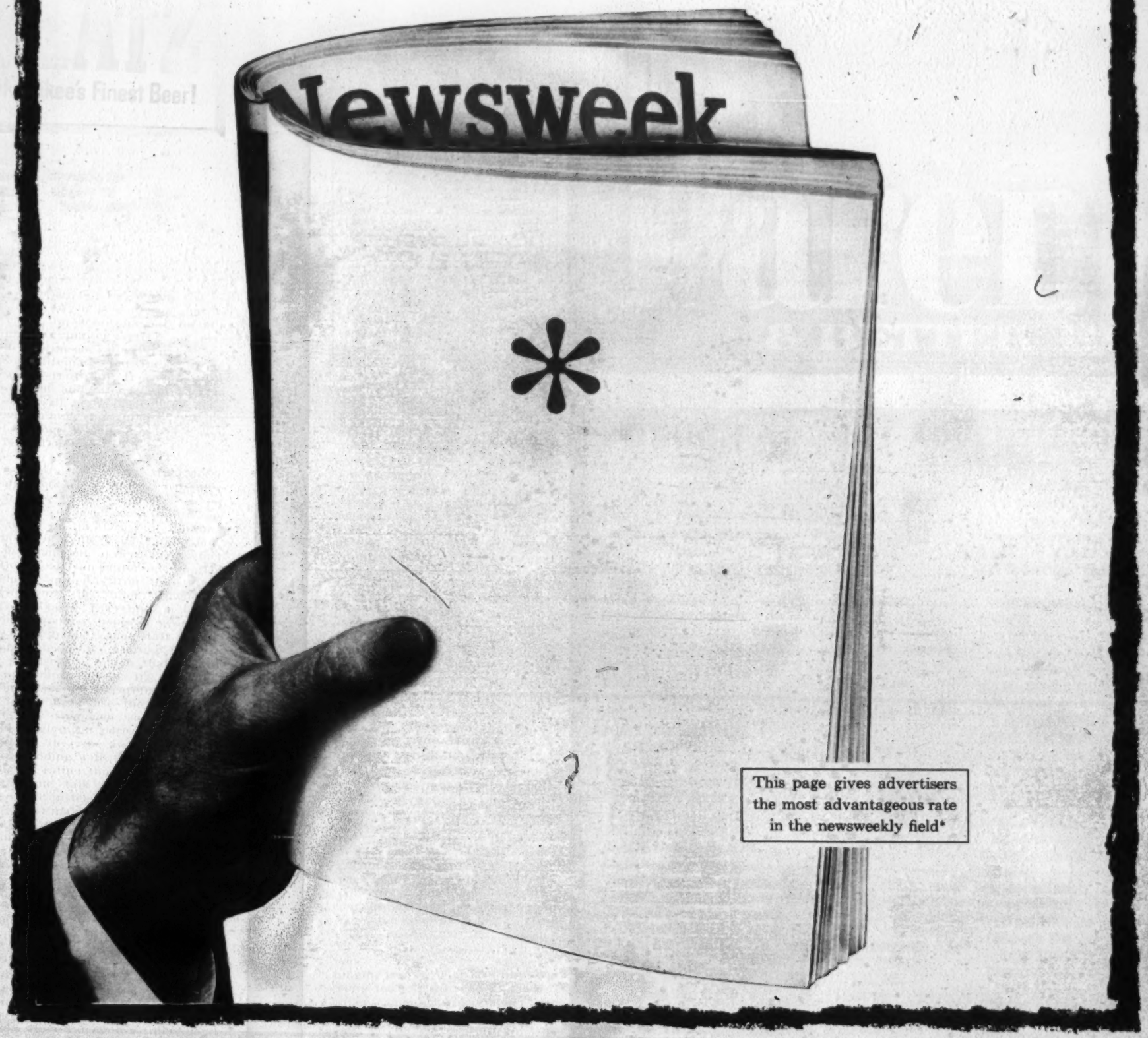
*AIR EXPRESS speeds newly created parts to assembly site in time for car to bow at international auto show*

**Air Express takes priority on all scheduled U. S. airlines**

*AIR EXPRESS is in the auto business, now! This crew is just finishing off the latest model. Hours from now, it will bow at a glamorous auto show. Many new parts were completed just in time, and flown to this assembly point with jet speed. All 35 scheduled U.S. airlines pampered them with priority treatment. AIR EXPRESS trucks (13,000... many radio-dispatched) rushed them door-to-door at both ends of their flights. As each part arrived, the shipper got a teletype receipt. That's service! AIR EXPRESS is in other businesses, too. It should be in yours. There's no finer partner and rates are low. One phone call is all it takes.*

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES




# *Here's the efficient place to reach top people:

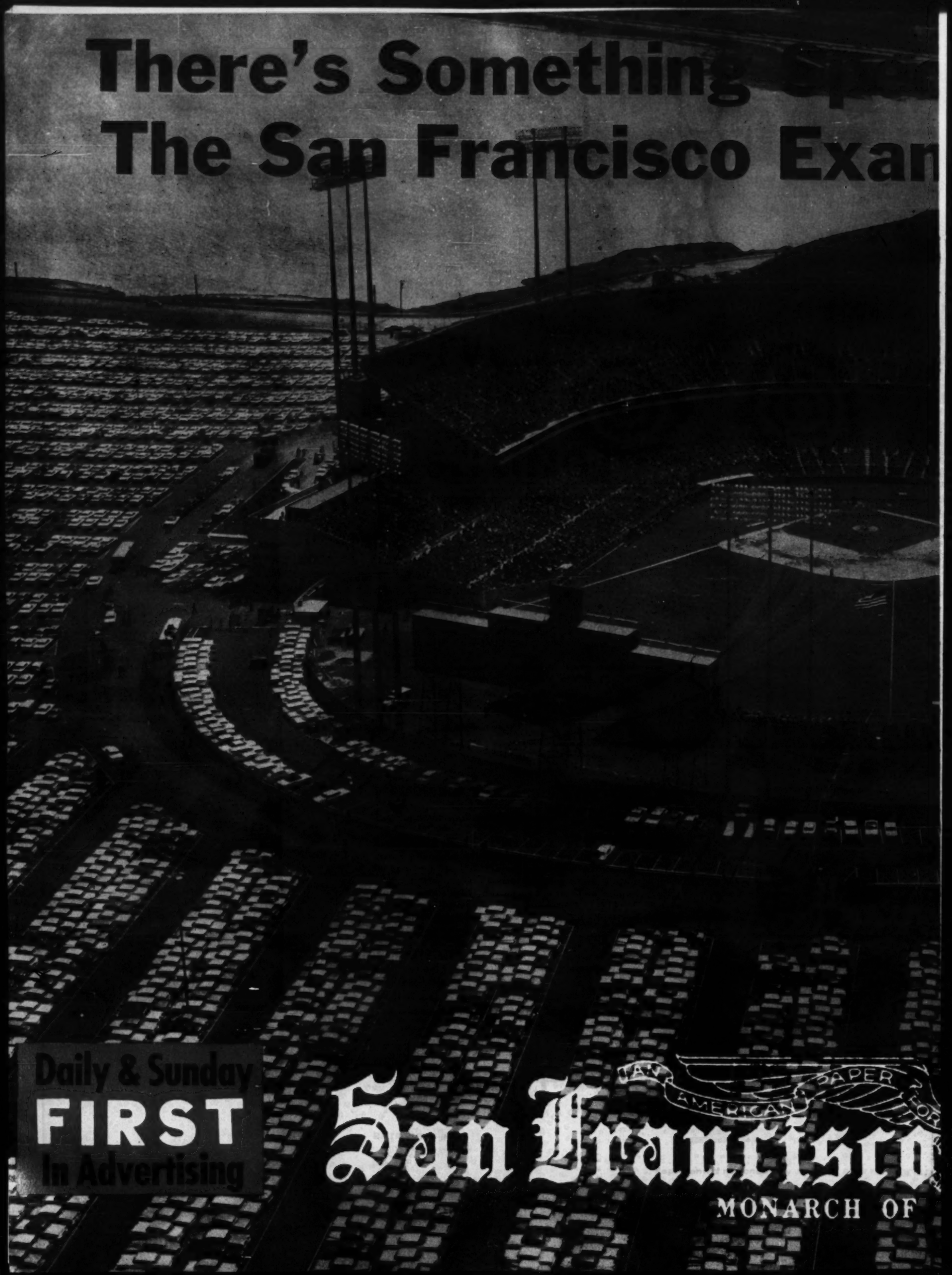
- **HIGH-INCOME READERS** . . . For each thousand advertising dollars, Newsweek gives you 124,000 readers with household incomes of $10,000 and over. (U. S. News & World Report gives you 108,000. Time, 81,000.)
- **DECISION MAKERS** . . . For each thousand advertising dollars, Newsweek gives you 265,000 management, professional and technical readers. (U.S. News & World Report gives you 237,000. Time, 150,000.)
- **LOWEST COST-PER-THOUSAND** . . . Newsweek total audience: 6,962,000; *cpm $1.12*. (U. S. News & World Report: 4,585,000; *cpm $1.38*. Time: 8,144,000; *cpm $1.76*.)

SOURCE: Reading Audience Data—The characteristics of the reading audiences of Newsweek, Time and U. S. News & World Report by Simmons & Co., Inc., 1959. Based on January, 1961 rates of all three newsweeklies.

Newsweek readers have high incomes because they shoulder heavy responsibilities . . . thinking people who don't want their thinking done for them. They depend on Newsweek because they want *complete* coverage of world events, without prejudice, exaggeration or slant. Newsweek's fair, clear, unbiased writing on the whole spectrum of human affairs suits their independent minds.

Newsweek selects these prosperous people for you . . . most efficiently!

*The world-wide newsweekly for communicative people*


There's Something
The San Francisco Exam
Daily & Sunday
FIRST
In Advertising
San Francisco
MONARCH OF

# DYNAMIC SPORTS LEADERSHIP

***Helps to assure top selling-power for Examiner advertisers!***

Readers get more out of The Examiner Sports section because The Examiner puts more in to it. It's the largest, liveliest, most widely read and respected sports section of any Northern California newspaper.

Currently The Examiner is winner of a solid eight out of the ten sports awards made by The San Francisco Press Club. Readers know too that The Examiner played a key role in bringing the Winter Olympics to Squaw Valley and major league baseball to the Pacific Coast.

Leadership like this benefits the advertiser—creates the ideal sales-climate for your campaign.

**LIKE** everything else about Candlestick Park, the press room is of major league caliber. It is named The Curley Grieve Press Room in honor of the nationally famed sports editor of the San Francisco Examiner. Further evidence of this newspaper's standing in sports-minded northern California.

The new home of the Giants, Candlestick Park at left is shown on opening day, 1960.

**Northern Californians know: "You are not getting the news unless you read the San Francisco Examiner."**

THE SAN FRANCISCO EXAMINER IS REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

AMERICA FIRST

AMERICAN PEOPLE

Examiner®

THE DAILIES

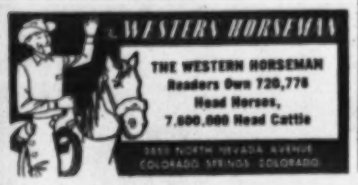
Daily & Sunday

FIRST

In Circulation

### FCC Asks Reports on Political Clearances

Federal Communications Commission has tightened its supervision of political broadcasts by asking networks to provide a continuing stream of reports on programs carrying Presidential and Vice-Presidential candidates. The commission is under a congressional mandate to keep a close watch over clearances in order to judge the effectiveness of a recent resolution which suspends the "equal time" rule for this year's Presidential election.



## Coming Conventions

*Indicates first listing in this column.

Sept. 19. Associated Business Publications, annual session on "sales how," Roosevelt Hotel, New York.

Sept. 20. Associated Business Publications, annual session on "sales how," Sheraton Cleveland Hotel, Cleveland.

Sept. 21. Associated Business Publications, annual session on "sales how," Sheraton Towers, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 28-29. CBS Radio Affiliates Assn., 7th annual convention, Waldorf-Astoria Hotel, New York.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 13-15. Mutual Advertising Agency Network, national meeting, Bismarck Hotel, Chicago.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-17. Advertising Managers Bureau, New York State Dailies, fall meeting, Hotel Syracuse, Syracuse.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

*Oct. 21. Ohio State University, 17th annual advertising and sales promotion conference, Columbus.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

*Oct. 27. American Newspaper Publishers Assn., in conjunction with Assn. of National Advertisers and the American Assn. of Advertising Agencies, second annual seminar on newspaper advertising, Savoy-Hilton Hotel, New York.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

*Oct. 28. Sales Promotion Executives Assn., midwest sales promotion seminar, La Salle Hotel, Chicago.

*Oct. 29-30. National Federation of Advertising Agencies, western states meeting, San Francisco.

Oct. 30-Nov. 3. Financial Public Relations Assn., 48th annual convention, Hotel Statler-Hilton, Boston.

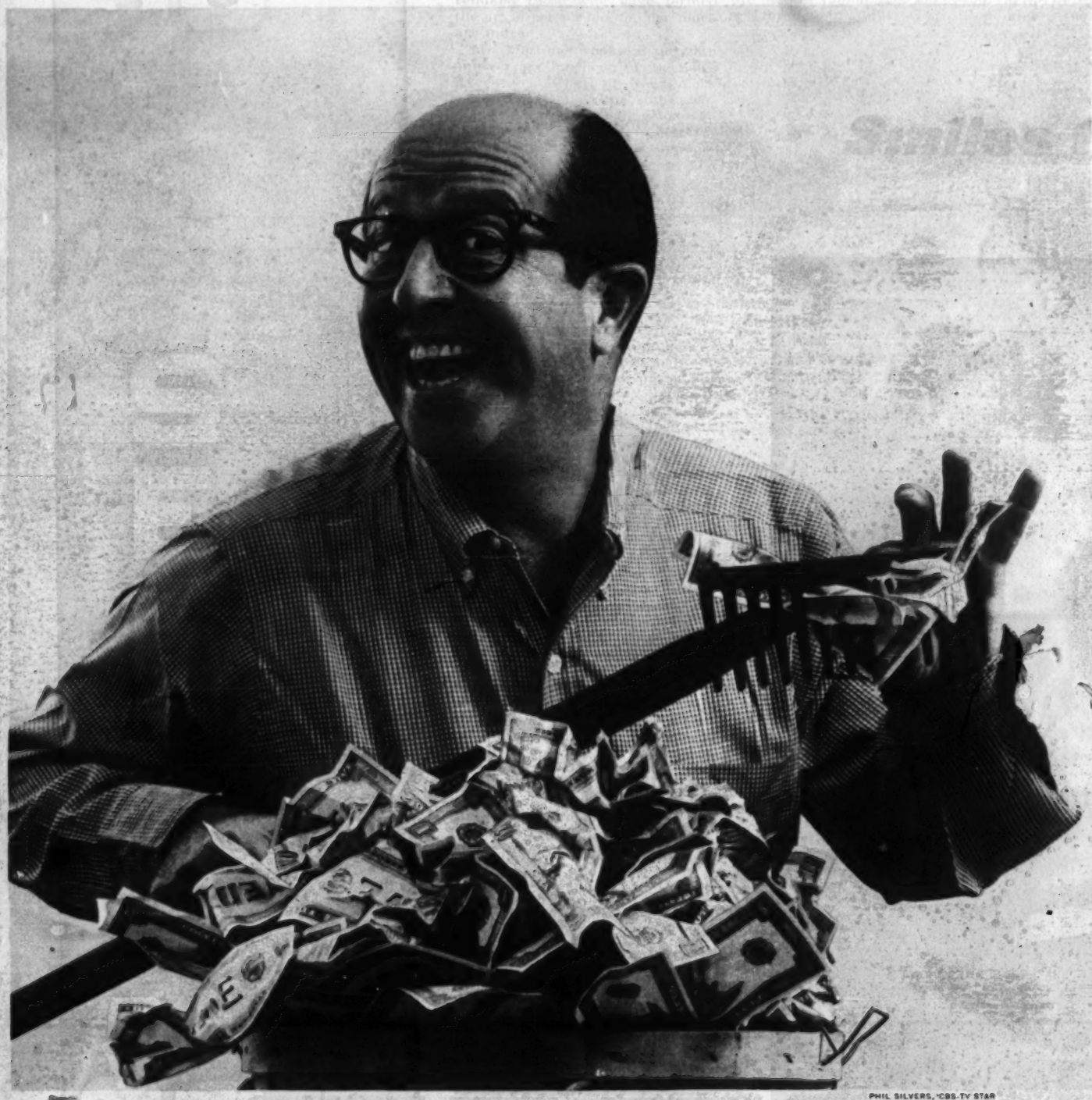
Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

*Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.

*Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

Nov. 13-16. Assn. of National Adver-


**Raking it in?** If not, here's a neat idea that might let you clean up. Call the boss's attention to these facts. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for *less*. By specifying Consolidated Enamels for brochures, sales folders and other printed pieces, he can cut costs without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then get yourself a bushel basket.

*Available only through your Consolidated Paper Merchant*

Consolidated
WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St · Chicago, 175 W. Jackson · San Francisco, 100 Bush St

tisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

*Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

*March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

*May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

### *Williams Joins Tucker Wayne as Assistant VP, Copy Chief*

Rosalind J. Williams will join Tucker Wayne & Co., Atlanta, as assistant vp and copy chief, effective Oct. 17.

Rosalind J. Williams

For the past 16 years Mrs. Williams has been advertising director of Davison-Paxon Co., Atlanta department store. For the past six years she has received annually, on behalf of Davison's, awards for Distinguished Retail Advertising from the National Retail Merchants Assn. and the Retail Reporting Bureau of New York.

### *Westinghouse Lamp Division Redesigns Light Bulb Package*

The lamp division of Westinghouse Electric Corp., Bloomfield, N. J., has introduced a new household light bulb packaging which embraces a bold color concept employing a different hue for each wattage. The new package, which merely contains the words: "Westinghouse light bulbs," the wattage and the price, makes prominent use of the modernized circle W trademark which has just been redesigned for the fifth time in its 74-year history (AA, July 4). Varied hues on the package identify each bulb wattage from 15 to 100.


# BIG-SELLING FOOD BRANDS GETTING BIGGER THROUGH CONSISTENT ADVERTISING IN

# Parents' MAGAZINE & BETTER HOMEMAKING

**FOOD STORE PRODUCT ADVERTISERS**

ADOLPH'S Meat Tenderizer
ALCOA Wrap & Screw-On Caps
ALL-JERSEY MILK
AMERICAN BOTTLERS of Carbonated Beverages
AMERICAN HOME PRODUCTS
Chef-Boy-Ar-Dee Beefaroni
Easy-Off Oven Cleaner
Griffin Allwite
BAZOOKA Bubble Gum
BETTY CROCKER Wheat Hearts
BORDEN'S Homogenized Milk and Gail Borden Milk
CALGON Water Conditioner
CALIFORNIA PACKING CORP.
Del Monte Dried Fruits
Del Monte Juice Drinks
Del Monte Fruit Cocktail
CALIFORNIA RAISINS
CAMPBELL'S SOUPS
CARNATION Evaporated Milk
CHIFFON Toilet Tissue
CORN PRODUCTS Sales Co.
No-Soft Fabric Softener
Rit Tints and Dyes
CREAM OF RICE Cereal
DIAMOND WALNUTS
DURKEE MOWER Marshmallow Fluff
ESQUIRE Lano Wax Shoe Polish
FIZZIES Soft Drink Tablets
FLEER'S Dubble Bubble Gum
FOREMOST DAIRY Foods
FREEWAX Floor Wax
GENERAL FOODS Kitchens
Baker's Chocolate Products
Baker's Coconut
Birds Eye Frozen Foods
Calumet
Certo and Sure-Jell Products
Dream Whip
Good Seasons Salad Dressing Mixes
Jell-O Desserts
Kool-Aid Soft Drink Mixes
La France Instant Blueing
Log Cabin Syrup
Maxwell House Coffee
Minute Potatoes
Minute Rice
Post Cereals
Sanka Coffee
S.O.S. Soap Pads
Swans Down Cake Mixes
Tang
Yuban Coffee
Special Campaigns
D-Zerta Gelatin & Pudding
Jell-O Instant Puddings
Minute Tapioca
GLAMORENE
GOLDEN GUERNSEY MILK
GRAVY MASTER
HARVEY'S Sugarless Gum
HEXOL Germicide
HI-C Orange Drink
HOLLYWOOD Shoe Polish
INSTANT FELS Naptha
JOHNSON WAXES
KATHRYN BEECH Candy
KERN'S Preserves & Jellies
KNOX Gelatine
KRAFT Velveeta Cheese
La ROSA Pastina
LEA & PERRINS Worcestershire Sauce
LIBBY, McNEILL & LIBBY Canned Foods
LION Packaging Products Co.
LYSOL Disinfectant & Deodorizer
MAGIKIST
MRS. STEWART'S Bluing
ANNA MYERS Pickles, Preserves & Jellies
NEW YORK COMMODITIES Imported Polish Ham
NO-CAL Beverages
NUFIZZ Instant Soda Drinks
O-CEDAR Products
ODOR-ASE
PET Evaporated Milk
PLOUGH, Inc.
Penn Easter Egg Dye
Coppertone
POP-ROS Fruit-Flavored Treats
THE PROCTER & GAMBLE CO.
Chloro-Quard & Disinfectant
Compound
Ivory Soap
Jif Peanut Spread
PURE FOOD Co.
Rock-Ur
Westchester Chicken Broth
PURE-PAK Milk Containers
PUREX Corp.
Bleach-'n-Bleach
Dry Trend
Liquid Trend
THE QUAKER OATS Company
Aunt Jemima Pancake Mixes
Quaker Oats
RITTER Foods
SSS-T Steam Iron Cleaner
SAFE-GRAIN Cleaner
6-12 Insect Repellent
SOUTHERN STAR Bonito
STA-PUF Rinse
STA-PUT Kiddie Plastic Plates
STA-PUT Non-Skid Spray
SUNBEAM Bread
SUNKIST Oranges
SUN-MAID Raisins
SWIFT Allsweet Margarine
THOMAS' Breads
20 MULE TEAM Borax
UNITED FRUIT Bananas
YANO Fabric Fluffer and Liquid Starch
WESTON'S Cookies
WHITE HOUSE Evaporated and Instant Dry Milk
WHITE KING Water Conditioner, Soap, Detergent & Sun Liquid Detergent
WRIGLEY'S Spearmint Chewing Gum

**BABY PRODUCTS ADVERTISERS**

BEECH-NUT Baby Foods
CLAPP'S Baby Foods
DIAPERSOL Diaper Rinse
DIAPER-SWEET
DIAPERWIPE
GERBER Baby Foods
HEINZ Baby Foods
"JUNIOR" Peanut Powder
JOHNSON & JOHNSON Pediatric Powder & Oil
MOTHER'S Baby Juices
PARENTS' Testing Program
PEDIFORM Pastina
SWIFT Baby Meats

**Here's the BIG reason:**

PARENTS' reaches 1,835,000 families with children . . . the market which spends 94% MORE for Food than families without children!

**SELL UP IN '60-'61!** Deliver your advertising message to the families who need and buy food in biggest volume. Sell them on *your* brand where they listen with confidence — in PARENTS' MAGAZINE, their buying guide.

Remember! Young mothers buy the most of virtually all products and services!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE & BETTER HOMEMAKING

**Inquire how you can put this sales-clincher to work for you.**

PARENTS' MAGAZINE CIRCULATION **1,850,000*** CHILDREN IN PARENTS' MAGAZINE FAMILIES **4,200,000** MONTHLY READERSHIP **6,200,000**

*Effective February, 1961 issue

PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y. 17 • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco

WGBS 50,000 WATTS CBS
RADIO
MIAMI
TOTAL INFORMATION RADIO
the STORER station—backed by 33 years of responsible broadcasting • CALL KATZ

# In Fashion Whirl, Moment to Buy Is Always: Merriam

## New Book Is Devastating Dissection of Fashion Ads, Lingo, Folkways

NEW YORK, Sept. 15—The fashion industry gets a rough going-over in Eve Merriam's "Figleaf," published today by J. B. Lippincott Co. at $4.95.

"Figleaf" is an onslaught—witty, satirical and devastating. Miss Merriam, a poetess who knows the fashion business, gives no quarter as she dissects with fine surgical skill the industry that calls the tune to which so many dance.

The fashion industry, as sardonically portrayed by Miss Merriam, is in the business of obsolescence—and it makes no bones about it. As Miss Merriam points out, "It is the very nature of their product."

Other industries may have to market test and talk about consumer benefits. Not fashion. "They don't add an improvement to last year's design; in gay abandonment, they tear up the old blueprint and start all over on a new one. Their business thrives on irrationality, and furthermore, on them it makes sense," she writes.

■ The author, wondering how "so much gets sold to so many," supplies this answer: "The fact is that you and I are the ones who have expanded the market. We've been segmented into id, superego, and ego, and each is a bull's-eye consumption target—especially when it comes to fashion.

"The middle-mounting mass of us all eats too much, drinks too much, smokes too much, and most of all—wears too much. We may not actually wear it, but there the stuff is, piling up in our closets and bureau drawers, like some kind of horrible science-fiction blob that keeps on enlarging no matter what we try to do to stop it. Water won't put it out, fire won't put it out, the stick won't beat it out; it just keeps on growing, that fashion fungus we've developed.

"The market is glutted, the market keeps on glutting. New areas of consumership are developed, and they all turn out to be aimed at the same old patsies—us."

■ Miss Merriam despairingly contends that virtually anything can be sold in the name of fashion—3" spike heels and sack dresses are two of her favorite examples.

"The fashion industry has been following the formula of the absolutely impossible with increasing success, fobbing off one novelty after another," she points out.

"When every variation on red as a lipstick color seemed to be exhausted, Revlon came up with White a la Carte. No matter that previous copy had talked about the Rosy Future or Red Caviar of your kissably delicious lips; white became right. Was it becoming? No. Was it hideous? Yes. Did women buy it? Yes, again.

"If you pound pound pound in all the mass media, and especially over the newest fashion medium, television, you do get to reach the consumer. You not only reach her, you get to lay her out."

■ Noting that European men frequently complain about the mass-produced look of American women, Miss Merriam has this acid commentary:

"Probably our taste-intelligences have been lobotomized to an extent. For there are all those damn plastic bonnets and rhinestone-studded shopping bags, and raccoon-bordered petticoats and gilt eyelash-curlers rolling off the assembly line. They must be got rid of so more can roll, and the fashion fugue can go on playing.

"Where to dump the stuff? Fidel Castro doesn't want it. *Mon general* De Gaulle doesn't want it. It's up to us, Miss and Mrs. America; quickly now, jump into the bra that breathes, the girdle that lives with and for you; cover it over with the late, late, late dress look and come to the aid of your mumpsimus economy.

"The multiple sell is on. Love and dreams are no longer enough. To be sure, you still look dreamy in your clothes, they wash like a dream, and they are dreamily priced. Bras still go by the tried-and-true names of Romance and Lovable. Imitation furs are Kissing Cousin and Wink (trademarks registered).

■ "But one of anything is no longer enough. Thus a recent issue of *Vogue* suggests 'a new fall of

You're in ...in Indiana with the STAR and the NEWS

For selling power that reaches every type of home and customer in Central Indiana's $3.8 billion, 45 county market—advertise in The Star and The News.

In every classification—city, suburban, *and* rural—these two top-circulation newspapers give you more coverage, more *action* for your advertising dollar.

*The Indianapolis Star* Morning & Sunday
*The Indianapolis News* Evening
KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

ENGINEERS' PR—*Shirley Babbitt holds copies of "You & Public Relations," newly-produced 16-page booklet prepared by the public relations staff of Pacific National Advertising Agency, Portland, for its client, the Consulting Engineers Council. C.E.C. is distributing the publication nationally from its Springfield, Ill., headquarters.*

beads. We like them en masse—they're worn in triplicate here." (Each 60" rope $28, plus tax. You would think that 60" would be quite enough to hang yourself with, but one is not much of a sale, two is barely better; it takes three to make the cash register really plink.) . . . Macy's offers man-tailored blouses in a range of six colors. Which one to choose? "At this low price, you can afford to buy all six!" That the system may fructify, our wardrobes multiply." (Miss Merriam is a poetess.)

■ Miss Merriam is perhaps at her best when describing the inner world of high fashion. "At the highest level of fashion pages, in *Harper's Bazaar* and *Vogue*," she writes, "the language is hortatory, a summons, a vision of sainthood that brooks no equivocation. You have been Called. Would you keep the Lord waiting? It is a chill, forbidding region of Heaven that you are entering, and you should be clad, sensibly, in plenty of folding money as you present yourself for novitiate instruction. Oil yourself for the course—not with Society Brand cream at 39¢ the jar, but with Estee Lauder's Renutriv at $115 the jar. The price alone should lend a nice pink flush to your complexion.

"Now prepare to submit to strictures. Thou shalt not, in any situation, be without a little black dress in your closet, one of those Nettie Rosenstein nothings that are everything.

■ "At times thou shalt reveal thy poitrine and thy back, but not when the multitude is going about in deep-cut sun dresses. Then you cover up to the collarbone in gray jersey. What if the weather is hot, and the material makes you itch? Did St. Theresa ever complain?

"Instructions are apt to be confusing. The stern finger of God points to the sleek uncluttered look on one page. Facing it, the Deity orders you into a furor of ruffles. Do not hesitate. Get thee to thy checkbook and purchase both. Despite all the superficial talk about being your own fashion expert and expressing your own personality up here on high, you are intended to do no such thing. If no one followed, how could fashion lead? . . .

"The line of communication is strictly one-way. It always starts at the top: It does not have to be created there, but it does have to be awarded this top seal of approval. The bulky sweater woven by an Irish fisherwoman is not fashion until it is photographed in *Vogue*.

■ "You may exist, but you are only an anonymous creature until God has given you a name. There-

*(Continued on Page 82)*


# BIG-SELLING HOME APPLIANCE BRANDS GETTING BIGGER THROUGH CONSISTENT ADVERTISING IN

# Parents' MAGAZINE & BETTER HOMEMAKING

**HOME APPLIANCE ADVERTISERS**

AMERICAN GAS Association
ARVIN Portable Electric Heaters
BEN-HUR Gold Seal Freezers
BROTHER INTERNATIONAL Sewing Machines
BROTHER OF PA. Sewing Machines
CULLIGAN Soft Water Equipment and Service
DeVILBISS Steam Vaporizer
EASY Washer/Dryer
ELNA Sewing Machines
FILTER QUEEN Home Sanitation System
FRIGIDAIRE Washer and Dryer
GENERAL ELECTRIC CO.
Baby Food Warmer
Clothes Dryers
Floor Polishers
Housewares
Vaporizers
GIBSON Refrigerators, Freezers, Ranges, etc.
HAMILTON Gas Washers and Dryers
HANKSCRAFT Nursery Appliances
HARDWICK Stoves
The HOOVER CO.
Electric Floor Washers
Vacuum Cleaners
HOTPOINT Washers and Dryers
KAZ Electric Vaporizer
KELVINATOR Washers, Freezers, Ranges, etc.
KINGSTON Vacuum Cleaners
KITCHENAID Dishwashers
MAGIC CHEF Gas Ranges
MANITOWOC Refrigerators and Freezers
MAYTAG Washers and Dryers
MIRRO-MATIC Kitchen Appliances
MONITOR Portable Washers
MORSE Sewing Machines
NECCHI Sewing Machines
NORGE Refrigerators, Washers and Dryers
PERMAGLAS Gas Water Heater
PHILCO Gas Washer-Dryers
POLLEN-EX "99" Air Filter-Purifier
PRAK-T-KAL Vaporizers
PREWAY Bilt-In Appliances
RCA WHIRLPOOL Gas Ranges
REXAIR RAINBOW Cleaners
RICH Freezers
ROBERTSHAW Controls
ROPER Gas Ranges
SINGER Sewing Machine Co.
Sewing Machines
Vacuum Cleaners
SPEED QUEEN Washers and Dryers
TAPPAN Gas and Electric Ranges
UNIVERSAL Electrosteam Vaporizers
WESTINGHOUSE Laundromat and Dryers

**Here's the BIG reason:**

PARENTS' reaches 1,835,000 families with children . . . the market which spends 94% MORE for Household Appliances than families without children!

**SELL UP IN '60-'61!**

To build up your brand, talk to PARENTS' reader-families, who buy with confidence products advertised in PARENTS' MAGAZINE.

Remember that young mothers who buy the most home appliances buy most of virtually all products!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

**Inquire how you can put this sales-clincher to work for you.**

PARENTS' MAGAZINE CIRCULATION 1,850,000* | CHILDREN IN PARENTS' MAGAZINE FAMILIES 4,200,000 | MONTHLY READERSHIP 6,200,000

*Effective February, 1961 issue

PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y. 17 • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco

CLEVELAND
WJW TV
MORE MOVIE AUDIENCE THAN ANY OTHER STATION!
CBS
the STORER station backed by 33 years of responsible broadcasting • CALL KATZ

BLAST FOR BLATZ—*The basic medium in the Blatz Brewing Co. ad program is outdoor, and posters like this are featured in the company's stepped-up campaign this year.*

*(Continued from Page 81)*

fore accept the dicta from on high and do not question. Today, thick textures, nubby, palpable. Tomorrow, diaphanous draperies, fluid, evanescent. The Lord giveth and the Lord taketh away. Shanti, Scaasi, shantung."

As a fitting example of the fashion dictatorship, Miss Merriam bids us listen to Carmel Snow, "great lady of the industry," speaking at a Fashion Group import show (she has just returned from Paris with the word):

"Mohair is king. Woolly but not shaggy. Your coat or suit may be violet, or heliotrope, or metallic gray or hunter's green, or even deep crimson, rather than last season's fireman's red. Bulky in cut, with dropped armholes, but straight and often fur-lined. The coat will be collarless, or made with a huge cape collar . . . Watch for fringe. Watch for crushed suede belts. Don't miss stoles."

■ The fashion world, Miss Merriam points out, has its own hierarchy:

"The experienced elevator operator in the Graybar Building, home of both *Vogue* and *Glamour*, can tell at a glance which floor to let an editor out on. The cheery smiler is from the staff of *Glamour*; the sullen frowner is from *Vogue*. Everyone on *Glamour* of course hopes to work her way up to the *Vogue* staff of grim vigilantes . . It rarely happens.

"It isn't so much that they're supercilious above, it's just that they have to be careful. The upcomer might use the word *cute* instead of *panache*; she might talk about giving a *party* instead of a *dinner*; describe a suede coat 'for weekending with the station-wagon set' rather than 'for your country home,' talk of going to a *jewelry store* instead of a *bijouterie*.

"Most maladroit of all, she might talk in terms of a *best buy* rather than an *investment*, or a *coup*; refer to a *ballgown* as—one shudders to think of it—a *formal*."

■ Miss Merriam concludes her blistering report on the fashion industry with some observations on what this all means to America. She nods approvingly at the theory that the U. S. now has a fun morality:

"Have fun driving your own car; have fun going by bus and leave your parking worries behind. Have fun with a filter; have fun with the honest taste of a *real* cigaret. Have fun by calling your relatives long distance; have fun with your mother-in-law living in. Most of all, have fun with fashion.

"The face of the smiling American is coming to resemble the slap-happy expression of a punch-drunk fighter. Pleasure turns into a daily grind as the invitation to have a good time presses on all fronts . . .

"To be sure, risibility is not unlimited. Proctor [*Miss Merriam's spelling*] & Gamble have restrained themselves in their claims for Joy, the liquid detergent. Their slogan is that 'it makes dishwashing *almost* fun'. . . .

■ "It is difficult to think of any area that is out of bounds for sportiveness today, as life not only can be bofforific, it's got to be. The only cloud on Joyville's horizon seems to be: Are you living up your properly taxing share of the national fun quota that has been set for you? Take stock: Are

NEW EQUIPMENT DIGEST
A Penton Publication
CHECK AND PASS ALONG
EQUIPMENT • MATERIALS • PROCESSES • DESIGNS • APPLICATIONS • LITERATURE
Reaches **More Key Men** in **More Plants** than any other product news publication
**Now over 80,000 Copies** (government, advertiser and agency copies not included)*
**in over 46,000 industrial plants**
Your product advertising in N.E.D. reaches the key men who initiate, influence and place orders in the best-rated plants in all industrial markets. Buying action being produced by N.E.D. is at an all-time high. Are you taking advantage of N.E.D.'s healthy selling climate?
50,000
40,000
30,000
20,000
10,000
19,396 plants rated $1,000,000 and over
3,453 plants rated $500,000 to $1,000,000
8,799 plants rated $200,000 to $500,000
14,257 plants rated under $200,000
*total distribution over 86,000 copies
**NEW Advertising Yardstick**
Gives an up-to-date measure of industry's most active buying group . . . what types of publications they read and why . . . the kinds of information that interest them . . . how they like it presented. Latest data on N.E.D. coverage of markets and key men, proof of readership and a record of advertising results are also presented in "A New Yardstick for Evaluating Selective Industrial Publications." Send for this useful information.
A PENTON Publication, Penton Building, Cleveland 13, Ohio
NEW EQUIPMENT DIGEST
ABC
BPA
Industry's Leading Product News Publication

you really enjoying life with Junior 24 hours a day? What of your sex life—does it always measure up to the classic Kinsey count? And are you jumping into the latest fashion with glee?"

Miss Merriam also assents vigorously to the suggestion that Americans don't know what to do with their leisure:

"For where there is no gain other than money derived from working, leisure must go by the same debased standard. There are no alternating currents to switch marked 'on the job—sad,' 'off the job—glad,' and uncommitted hours become something with consumption as an end, a period of time to use up as quickly as possible, to spend, waste, or to kill.

▪ "We are like salesmen in an overnight hotel; we are not settled here, this garish lobby is not home (if it is, don't tell us), we are only passing through, and so we might as well go to the movies or a night club or read a whodunit or indulge in shopping for a new fashion that we know will shortly be outmoded . . .

"The language of fun morality, of the fashionable moment, liberates us from any debate about ends and means; there is only the moment, and the moment is now, a state of time signifying when to buy something." #

***Ex-Agency Woman***

Miss Merriam, now a housewife, once worked for *Glamour* and was a fashion copywriter at two agencies, Willard B. Golovin Corp. and Morton Freund Advertising, a shop which closed its doors in 1952, when Mr. Freund moved to Lawrence C. Gumbinner Advertising Agency, where he is still exec vp. She has published five books of poetry. #

### *Howard Clothes Launches Record Push in 30 Cities*

Howard Clothes, New York, has scheduled its most extensive campaign this fall due to "sharply increased" sales and the addition of 12 new stores to the 93-store chain. Radio and newspapers will be used in 30 cities. The heaviest radio schedule will run in 11 eastern cities where up to 130 one-minute spots are planned per week. The company is also participating in sports and news programs.

The print schedule includes "better than once-weekly insertions" in 36 newspapers, with sizes ranging from 1,200 to 600 lines. The theme for both the radio and newspaper campaigns is, "Where else but at Howard's?" The newspaper push will include institutional-type ads as well as merchandise ads. Mogul Williams & Saylor, New York, is the agency.

### *Renwal Uses Radio for First Time; Introduces New Model*

Renwal Models, Mineola, N. Y., maker of plastic hobby kits, will use radio for the first time this fall when it sponsors three New York Giants football series on WCBS, New York, starting Sept. 22. The schedule of 15-minute shows includes a weekly interview show, a warm-up show before each Giant game and a series of six football clinics. Radio commercials will introduce "Visible V-8," a model of an automobile engine.

Renwal also will use quarter-page ads in November and December *Boys' Life* and *Junior Scholastic*, as well as 600-line ads in Sunday issues of the *New York News* and the *New York Times* from October through December. Other radio stations will be added later. Harold J. Siesel Co. is the agency.


BIG-SELLING DRUG BRANDS GETTING BIGGER THROUGH CONSISTENT ADVERTISING IN

Parents' MAGAZINE & BETTER HOMEMAKING

DRUG PRODUCT ADVERTISERS

AMERICAN HOME PRODUCTS
Kolynos Toothpaste
Preparation H
ARBESOL
Antiseptic Anesthetic
AQUA IVY Tablets
AR-EX Hypo-Allergenic Cosmetics
AVON Cosmetics
B-D Fever Thermometers
BABY SWEET
BEXEL Vitamin Products
BLISTEX
BONADETTES
Travel Remedy
BOROLEUM
BRECK Children Shampoo
CHESEBROUGH-POND'S Inc.
Portussin Cough Syrup
Vaseline Petroleum Jelly
CHILD-BEAU Children's Tooth Paste
CHILDREN'S BEN-GAY
CHOCKS Multiple Vitamins
COLDENE Cough Medicine
CREOMULSION
Cough Syrup
CUTICURA Products
DENT'S Lotion-Jel
DESITIN Baby Skin Products
DeWITT'S Baby Cough Syrup and Gum Lotion
Dr. HAND'S
Teething Lotion
DR. WEST'S Toothbrushes
EX-LAX Chocolated Laxative
FATHER JOHN'S Medicine
FEEN-A-MINT Chewing Gum Laxative
FLEET'S CHAP STICK
FULLER BRUSH CO.
Food Supplement
Get Thin Cosmetics
The GILLETTE CO.
Bobbi Home Permanent
Theravin
Toni Children's Home Permanent
Toni Home Permanent
HYLAND'S Pink Aspirin
ISODINE Antiseptic
JOHNSON & JOHNSON
Baby Powder, Oil and Lotion
Baby Shampoo
Chest Rub
Chix Disposable Pads
Chux Disposable Diapers
Cotton Buds
Cough Medicine
Liquiprin
Medicated Powder
Mydens
Nose Drops
THE KENDALL CO.—Bauer & Black Div.
Curity Cotton Balls
Elastic Hosiery
KOB-VAL Vitamins
KOTEX
LADY ELLEN Products
LANACANE
LANCAN'S Toiletries
MAGICOLOR Bubble Bath
MENNEN Baby Magic and Powder
MENTHOLATUM
MOTHERS FRIEND
Skin Conditioner
MOTHERSILL'S Travel Remedy
MURINE
MYCITRACIN Antiseptic
NYTINGER & CASSELBERRY, Inc.
Eddie Rabinberg Cosmetics
Retrolife Food Supplement
NESTLE Baby Hair Treatment
NORWICH PHARMACAL Co.
Pepto-Bismol
Unguentine
NUM-ZIT Teething Lotion
NUTRI-BIO Food Supplement
ORA-JEL Teething Cream
ORAL B Toothbrushes
PLOUGH, Inc.
Coppertone
Maybelline Medicated Powder and Skin Cream
Mexsana
St. Joseph Aspirin
St. Joseph Nose Drops and Cough Syrup
Solarcaine
THE PROCTER & GAMBLE CO.
Crest Toothpaste
Lilt Party Curl
PROPPER
Fever Thermometers
Q-TIPS
QUEST Deodorant Powder
RECORDEX
Fever Thermometer
REGUCAL
REVLON, Inc.
Baby Silicare
Feminil
REXALL DRUG & CHEMICAL CO.
Maltsupex, P
Baby Care Products
SCHOLL Mfg. Co., Inc.
Elastic Stockings
Foot Products
SHULTON Cosmetics and Toiletries
SOMATONE Vitamin-mineral Formulas
STANBACK Co. Ltd.
Chap-et
Headache Tablets and Powders
STERLING DRUG Inc.
Children's Size Bayer Aspirin
Dispersone Baby Powder and Lotion
Phillips' Milk of Magnesia
TAMPAX
THUM Nail Biting and Thumb Sucking Remedy
TROUTMAN'S Cough Syrup
TUMS
VICK CHEMICAL Co.
Cough Syrup
Vapo-Rub
Vapo-Steam
VISAN Food Supplement
VITA-YUMS Vitamin Candy
WARNER-LAMBERT Pharmaceutical Co.
Listerine Antiseptic
Pro-phy-lac-tic Children's Tooth Brushes
WILEN 'N ORR Toothpicks
WHITE ROSE Petroleum Jelly
WHITTIER Laboratories

**Here's the BIG reason:**

PARENTS' reaches 1,835,000 families with children . . . the market which spends 70% MORE for Drug products than families without children!

**SELL UP IN '60-'61!** Build brand prestige, acceptance, and sales! Tell your story—sell your product—to PARENTS' reader-families. They buy the most—and buy with confidence products advertised in PARENTS' MAGAZINE.

Remember! Young mothers buy the most of virtually all products and services!

COMMENDED BY THE CHILDREN'S SERVICES BUREAU OF PARENTS' MAGAZINE

**Inquire how you can put this sales-clincher to work for you.**

PARENTS' MAGAZINE CIRCULATION 1,850,000* | CHILDREN IN PARENTS' MAGAZINE FAMILIES 4,200,000 | MONTHLY READERSHIP 6,200,000

*Effective February, 1961 issue

PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y. 17 • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco

KGLO TELECASTS ALL OF THE TOP 15 ONCE-A-WEEK SHOWS! AND 8 OF TOP 10 MULTI-WEEKLY SHOWS!*

* Telepulse Report

KGLO-TV

one of the FORWARD GROUP

KGLO KGLO-TV WMTV WTAD KHQA-TV KETC-TV

MASON CITY, IOWA

Branham Co. National Reps.


### *Boyle-Midway (Canada) Ltd. Launches Easy-On Campaign*

Following a successful test-marketing drive by its parent company in New York (AA, Aug. 29), Boyle-Midway (Canada) Ltd., Montreal, has launched a nationwide sale of Easy-On spray starch in aerosol form. Canadian housewives are being offered eight and 15-oz. cans at 59¢ and 89¢. All labels and directives on the push-button cans are printed in French and English. J. Walter Thompson Co. Ltd. is handling the Canadian account.

### *James Gunn to Feltis/Gunn*

James A. Gunn, formerly with Ziv Film Co. Seattle office, and earlier manager of KULA-TV, Honolulu, and KVAN, Vancouver, Wash., has been named manager of the new Portland, Ore., office of Feltis/Gunn, radio and tv station representative. The company is affiliated with Feltis/Dove/Dever/Cannon, Seattle.

## *William Courage, American Motors Exec, Is Dead at 58*

DETROIT, Sept. 13—William L. Courage, 58, an executive of American Motors Corp. and its predecessor companies for 38 years, and assistant to Roy Abernathy, AMC vice-president in charge of marketing, died Sept. 6 after a long illness.

Mr. Courage was a native of Harbor Grace, Newfoundland. He joined the Hudson Motor Car Co. in 1922 as a secretary; later, he entered the sales department and rose to director of sales administration, a post he held when Hudson and Nash-Kelvinator were merged in 1954. He was manager of marketing and analysis for the auto divisions until becoming executive assistant to Mr. Abernathy.

### JOHN F. FITZPATRICK

SALT LAKE CITY, Sept. 13—John F. Fitzpatrick, 71, publisher of the *Salt Lake Tribune* for the past 36 years, died Sept. 11 of a heart attack.

A native of Pottsville, Pa., Mr. Fitzpatrick came to Utah in 1910 as an employe of the Denver & Rio Grande Western Railroad. In 1913, he became secretary to the late Sen. Thomas Kearns. He became secretary and general manager of Kearns Corp., now the Kearns-Tribune Corp. in 1918, and publisher of the *Tribune* in 1924.

In 1930, Mr. Fitzpatrick became publisher of the old *Salt Lake Telegram* when it was acquired by the *Tribune*, and rose to president of Kearns-Tribune Corp. in 1952.

### JAMES E. SWEET

CHICAGO, Sept. 13—James E. Sweet, 51, an account executive with CBS Radio, Chicago, for the past eight years, died Sept. 10 of a heart attack while attending a dance at the Westmoreland Country Club, Wilmette, Ill.

Prior to joining CBS, Mr. Sweet owned a radio station in Sioux Falls, S.D. He served as a lieutenant commander in the Navy during World War II.

Before the war, Mr. Sweet worked for WRC, Washington, D.C., radio station, and he also worked on the advertising staff of the *Washington Daily News*. #

### *Drackett Launches Twinkle Silver Cream on West Coast*

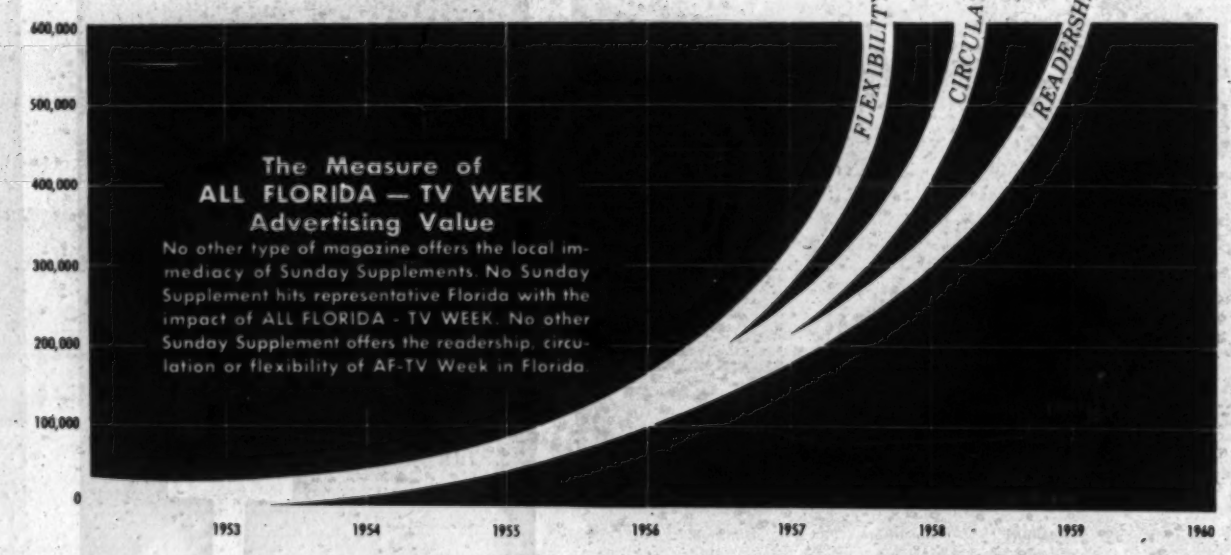
A new silver polish, Twinkle silver cream, will be introduced to the West Coast in October by Drackett Co., Cincinnati, with an intensive advertising campaign prepared by Young & Rubicam Inc., San Francisco. The West Coast introduction will be backed by a four color spread in *Better Homes & Gardens'* western edition and in *Sunset Magazine*, as well as with a full page ad in the western edition of *Reader's Digest* followed by four color ads in *Good Housekeeping* and *Better Homes & Gardens*.

Daytime and nighttime West Coast network tv also will be utilized to promote the new Twinkle silver cream expected to be in supermarkets and grocery stores by mid-October. Drackett Co. also makes Windex, Drano, Vanish and Twinkle copper cleaner.

### *WKOW, WKOW-TV Sold*

Midcontinent Broadcasting Co. has purchased WKOW and WKOW-TV, Madison, Wis., from Monona Broadcasting Co. Tony Moe, exec vp of Midcontinent, will be in charge of the stations. Midcontinent also owns KELO and KELO-TV, Sioux Falls, S. D., WLOL, Minneapolis, and KSO, Des Moines. The purchase of WKOW and WKOW-TV will be subject to the usual FCC approval.


# ALL FLORIDA'S PRECISION SELLING!




**1. READERSHIP** ALL FLORIDA - TV WEEK has a longer life and double the advertising exposure of any Sunday Supplement in Florida.*

**2. CIRCULATION** ALL FLORIDA - TV WEEK has grown phenomenally since its introduction in 1953, to a current 510,156.** Florida's largest ABC circulation, in the nation's fastest growing State, a State which 1950 - 1960 U. S. Census figures show jumped from 18th to 10th place. This gives the ALL FLORIDA - TV WEEK magazine a PENETRATION of 35.2% of the Florida market.

**3. FLEXIBILITY** You can buy one, several, or all five regional zone editions with complete local TV program listings.

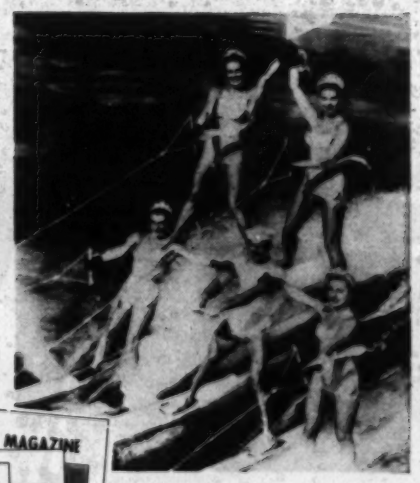
* based on a survey prepared by First Research Corporation.

** ABC newspapers carrying ALL FLORIDA, based on ABC audits of publishers reports for 6 months period ending March 31, 1960.

THE ALL FLORIDA MAGAZINE

**DISTRIBUTED IN**

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST PETERSBURG Independent, TALLAHASSEE Democrat, WINTER HAVEN Daily News-Chief, FT. PIERCE News-Tribune.

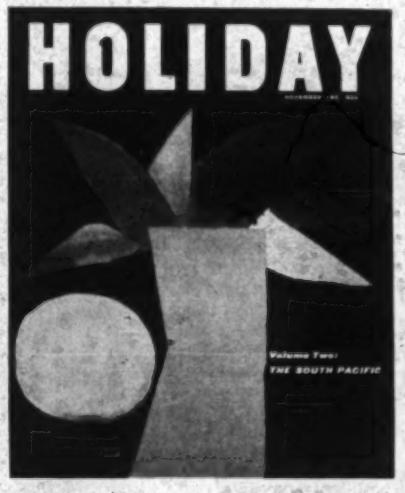


"THE BEST BUY IN THE BUSINESS," says Dick Pope, owner of famed Cypress Gardens and long time advertiser in ALL FLORIDA-TV WEEK magazine.

*Represented nationally by JOHN H. PERRY ASSOCIATES*

NEW YORK, 36, 19 W. 44th St., Tel: MUrray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HArrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12 Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

# A STATEMENT FROM THE EDITORS OF HOLIDAY




• In magazine circles this seems to be the Year of the Boast. From recent reading of advertisements for magazines we get the impression that Magazine A invented the printing press, Magazine B invented the camera, Magazine C invented reading, Magazine D invented writing, and they all invented arithmetic, especially multiplication.

Bully for them.

We don't begrudge them their enthusiasm, and we understand that people who are selling are likely to get carried away with the product; but we do consider it unseemly for editors to boast. Therefore we will just make a simple announcement about something we plan to do which we think is rather important.

• *For the first time in the history of publishing, a magazine will devote two entire issues to one subject, one area. The October issue of* HOLIDAY, *and the November issue of* HOLIDAY, *will both be devoted to the South Pacific.*

This is in keeping with the pioneering HOLIDAY has been doing in the fourteen years of its existence. We were the first to consistently use big color photographs on successive editorial pages. We think we were the first magazine literally to track the world for its best writers, for not only leading authors of the United States but of England, Ireland, Scotland, Wales, France, Italy, India, Africa, Singapore, China, Japan. In selecting writers, we have shown a rather shameless preference for novelists, for we feel that the novelist, with his keen and penetrating eye for scenes and his ability to probe deep into human nature, is ideal for reporting places and the people who inhabit those places.

We were among the first to devote an entire issue to one subject. *Fortune*, back in the Thirties, had an all-New York issue, and a very good one, and *The New Yorker* had the brilliant issue devoted to John Hersey's superb piece on Hiroshima. But we think we inaugurated the *planned* issue of pieces (or a single piece) and photographs on one place or subject—the New York issue of April, 1949, with E. B. White's memorable essay *Here Is New York*, the New York issue of October, 1959, ten years later, with Aubrey Menen's memorable essay *A First Look at New York*, and, in between, full issues on Chicago, Washington, The New Leisure, London, England, Los Angeles, Natural America, South America, Paris, Rome, Italy, France, and the prophetic African issue of April, 1959.

• Every country, every continent, every area in this shrunken world is of vital importance today. But few surpass in importance and in influence on the world's future the watery, island-dotted expanse of the Pacific. And the Pacific may well be the coming area in the entire world for tourism. The islands and countries that were known to us only in our literature and our imaginations have within this past year been brought within easy reach by the coming of the jets. Despite this, the Pacific is still largely a world of mystery. Even after absorbing these two issues of HOLIDAY pertaining to it, you will not know all you should know about the Pacific, but you will know a great deal more than you do now. The writing in both issues is thoughtful and perceptive; the photographs are about as good as we have ever seen; the information is illuminating. We feel they deserve your special attention.

*The Editors of* HOLIDAY

# 'Persuaders' Aid U.S. to 'Blessed' Plenty: Mortimer

NEW YORK, Sept. 13—"We would still be in the stagecoach era had American business been content to let people be satisfied with what they had or with what they actively wanted."

Thus, Charles G. Mortimer, chairman, General Foods Corp., rebuked those who have termed the art of persuasion "a very black art indeed."

Mr. Mortimer spoke at the 28th anniversary luncheon of the Sales Executives Club of New York where he received the club's Applause Award for having made a significant contribution to marketing and selling, as well as rendering public service.

■ Mr. Mortimer's talk dwelt on the communist threat and the "vociferous school of thought which holds that restriction of freedom of choice in the matter of consumer purchases would be good for the country.

"In typical election year exaggerations accompanied by snide allusions to 'private indulgence,' we are asked to believe that our abundance is not a blessing at all, but an embarrassment; that our material achievements, which we hold up to the less-developed nations as a possible attainment for them if they will adopt our free way and shun the government-dictated controls of the communists, are not something of which we can be proud, but rather something for which we should apologize.

■ "Tortuously-reasoned theories are glibly put forward in an attempt to rationalize that somehow, some way, if we and our wives didn't buy so many of what theorists chose to call 'gadgets and gimmicks,' we would magically and immediately achieve Utopia." Mr. Mortimer continued.

"They would have us believe that if we spent less as consumers, in some mysterious way the government could provide food for the hungry, modern housing for those unfortunate enough to live in slums, and medical care and education for everyone."

■ Alluding to the 1958 recession, Mr. Mortimer said: "Two years ago, the pressure for greater government control was based on the cry that consumers were not buying enough. Today, the push for surrendering additional controls to the government is based on the clamor that there is over-abundance—that the consumers' wants are creating over-activity on what these theorists call the private sector of the economy.

"The fallacy in their logic is that we don't have two separate economies—one private and one public. We have one economy, and the amount of money available for public expenditure is entirely dependent on the taxes derived from the workings of our free choice system."

■ Citing the progress made by the economy, influenced by the art of persuasion, he declared:

"These things didn't just happen, this was no skip through the dew. For it is a basic economic fact of life that the human nature of progress throughout all history has been that people, far from being stampeded, have been reluctant to try the new." Automobiles and refrigerators are a case in point, he said.

"The persuaders have had to overcome tradition, habit, fear, suspicion, religious taboos, and that most stubborn of all foes of better ways and things—inertia."

■ Mr. Mortimer said that an "irresistible urge to trade up" coupled with "an insatiable craving for convenience and other elements of better living" help make the free choice system work. He asked if it is "any more selfish to want to improve one's way of life in an advanced country such as ours than it is in less-developed nations?

"If we are to keep our heads above water, we must continue not only to provide work for the millions engaged in our industries, but we must also continue to pioneer industriously, with new inventions, new services, new opportunities.

"We cannot afford to tell our research scientists to slow down their researches, our inventors to stop invention, our investment agencies to curtail their efforts to keep our money wealth and our credit working for us. Nor can we afford to deter our persuaders from trying so hard to persuade us. This would bring on stagnation—and mighty fast, too," he declared. #

### 'LHJ' Publishes Cookbook

*Ladies' Home Journal* has put together 2,300 recipes and 128 full-color illustrations that were first printed in the magazine and has published them in book form under the title "Ladies' Home Journal Cookbook." Put out by Doubleday & Co., the volume comes in a $5.95 regular edition and a $6.95 thumb-index edition.

### Gore Names Landesman

Louis Landesman, formerly general manager of Lewis Advertising Agency, Newark, N. J., has been named general manager and member of the plans board of Chester Gore Co., New York.


**Smiles that make you happy!**

SWINGLES. CUSTOM MADE ONLY $68 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

143 W 51st St, N.Y. 19, N.Y. • Plaza 7-5730

## Pioneers Inc. Okays FTC Consent Decree

WASHINGTON, Sept. 15—Pioneers Inc., Oakland, has promised the Federal Trade Commission that it will stop advertising that AD-X2, a battery additive has been approved by FTC or any other government agency.

The consent settlement terminates a dispute which started March 25, when FTC issued a complaint that government-endorsement was being claimed for AD-X2 in newspaper and periodical advertising.

It was the second time in recent years that FTC tangled with Pioneers Inc., and its president, Jess M. Ritchie. An earlier complaint challenging the usefulness of AD-X2 was dismissed after FTC accepted testimony of satisfied users over that of government scientists.

### Lawrence Appoints Cooper

Peter Cooper has been named executive producer of Robert Lawrence Productions, New York. In his new post, Mr. Cooper, already executive producer of Robert Lawrence Animation, will supervise all the company's live action and animated commercial production in the U.S. Mr. Lawrence said this appointment presaged his company's assumption of a more active creative part in the conception of commercials. He added that the company's expansion plans call for the production of tv programs as well as commercials. The first on the planning board is "Toy Box Time," an animation series.

### Permaglass Boosts Donnelly

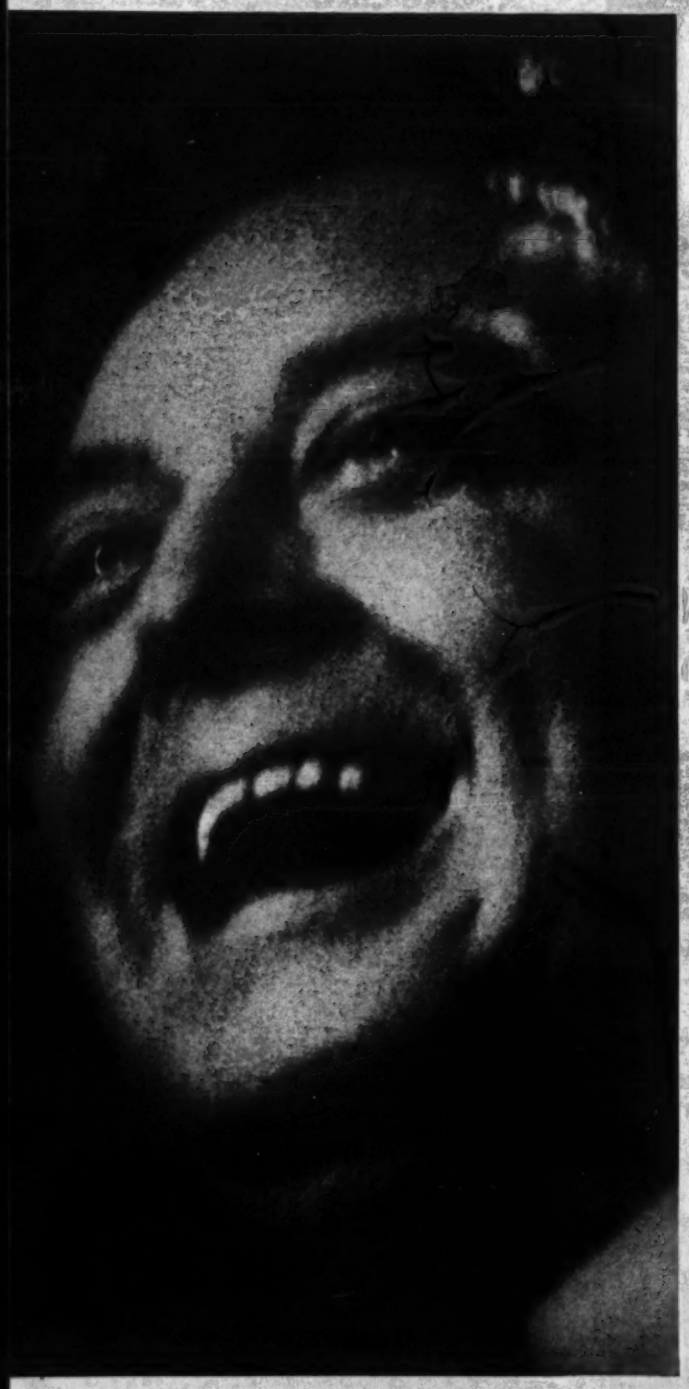
Permaglass division of A. O. Smith Corp., Kankakee, Ill., has promoted James F. Donnelly Jr. from supervisor of sales promotion to manager of advertising and sales promotion. His promotion is part of a stepped-up marketing program by Permaglass, manufacturer of domestic glass-lined water heaters, water conditioners, and warm air and hydronic heating equipment.

### CBS Names McCrory, Bond

Clayton E. Bond, previously an account supervisor with California National Productions, has been named an account executive in the Chicago office of CBS Films, tv film distributor. John J. McCrory, previously an account executive in the Chicago office of CBS Television Spot Sales, has been transferred to the New York office of the station representative.

### Hicks Joins H-R, Atlanta

John A. Hicks, previously with Clarke Brown Co., has been named account executive in the Atlanta office of H-R Representatives, radio station representative.

The pleasure is all *yours* when you select one of these *proven* laugh-winners (and big audience-winners!) from CBS Films. This Fall, scheduled to be comedy's biggest season, is the ideal time to put these guaranteed gloom-chasers to work for you. See how happy *you'll* be with . . .

**The Phil Silvers Show**

Sponsored by Dial, Ronzoni, Coca-Cola, Bryl-creem, Studebaker-Packard, others. First in its evening time period in seven-station New York (NSI Jan.-June '60). Said the American Stores (Acme) ad manager: "Add us to the long list of clients for whom Bilko has done a solid job. We sought the ideal program for a family audience, and found a winner." (138 half hours)

**Colonel Flack**

Sponsored by Colgate-Palmolive, Kroger, Dow Chemical, Pepsi-Cola, others. First in its evening time periods in Milwaukee, Great Falls, Jackson, others (NSI, Jan.-June '60). Saluted *TV Guide*: "... as long on charm as it is short on pretense ... one of TV's pungent delights." When "Flack" ended in Detroit, the protests made front-page news, and *The Detroit News* headlined: "Civic, Business Leaders Rally Round Flack." (39 half hours)

**The Honeymooners**

Sponsored by Anheuser-Busch, Safeway, Progresso, S&W, Canada Dry, Clairol, others. First in its evening time periods in Boston, Albany, Norfolk, others (NSI and ARB, Jan.-June '60). Said New York's *Daily News*: "You would have to go far to find a more amusing foursome. . . ." Said *Variety*: "... a perfect mating of script and cast." Sponsor Armour & Co. (Youngstown) reported: "... does a real selling job for all our Armour products." (39 half hours)

"...*the best film programs for all stations*"

*New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S. W. Caldwell Ltd.*

**CBS Films**



*To get the smooth, mellow Scotch that's renowned the world over...*

*just ask for it by name!*

WINSOME JOHNNIE—*The Australian importer of this well-known scotch whisky is willing to rely on the familiarity of its trademark, in advising potential consumers to ask for the (anonymous) brand "by name."*


### LPNA Sets Awards Deadline

Lithographers & Printers National Assn., New York, has set Jan. 16 as the deadline for entries in the 11th lithographic awards competition and exhibit. Winners will be announced at an awards dinner May 2 at the LPNA convention in Phoenix.

### Channing Names McCall

Clifford H. McCall Jr., formerly a vp with Albert Frank-Guenther Law, New York, has been named ad and pr director of the financial division of Channing Corp., New York, a holding and operating company.

### Metropolitan Opens Branch

Metropolitan Broadcasting Corp., New York, has opened an office in Philadelphia at 12 S. 12th St. Benedict Gimbel Jr., vp of Metropolitan, will make his headquarters in the new office.

### O'Mara Names Schilling

Frank Schilling, formerly with Kudner Agency, will join O'Mara & Ormsbee, New York, newspaper representative, on Sept. 26.


**What Leaders Say**

It's wonderful to have expressions like these about The Mirror Youth Program, started in 1941:

"You have made a truly constructive step in the right direction."—Gov. Nelson A. Rockefeller

"Your sports and cultural activities have provided most necessary outlets and guidance for our youngsters."—Mayor Robert F. Wagner

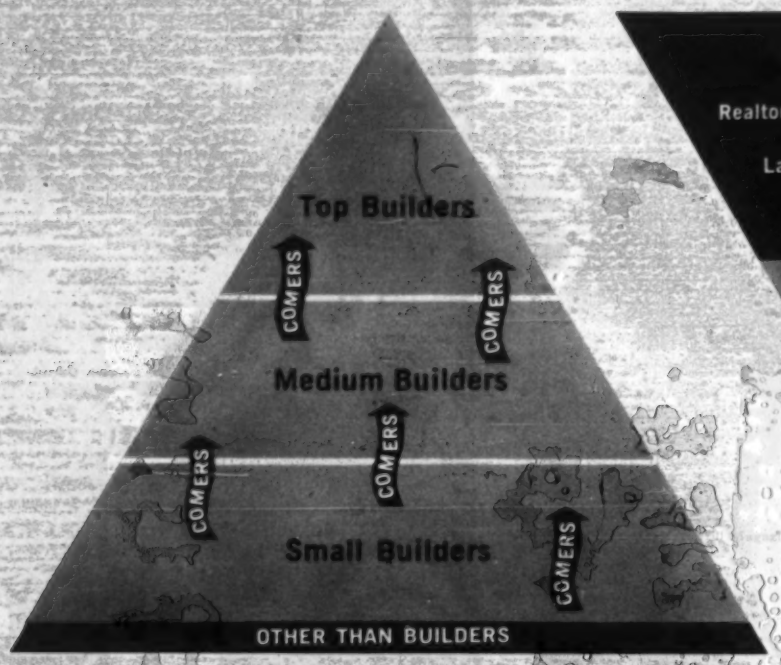
"Vitally important in training for responsible citizenship."—Robert Moses

"We will never be able to assess the full value to each boy and girl who participates."—President Charles H. Silver of the New York City Board of Education

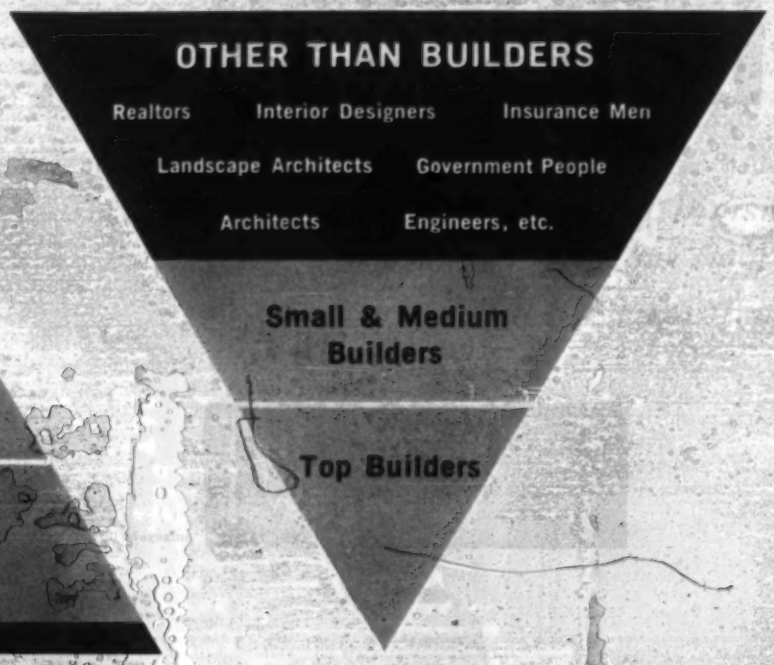
And still more wonderful to feel the loyalty of Mirror homes—the cream of the mass market of New York.

**Make The Mirror a MUST!**

# How broad will your sales base be in '61?




AMERICAN BUILDER




HORIZONTAL MAGAZINE

No matter how '61 shapes up, your advertising will be on target in American Builder. Here's the whole *buying* market—top to bottom: Quick volume sales to men at the top. Long-range sales to "comers" on the way up. And the sales insurance of American Builder's hard core of real building pros who year-in, year-out keep going with a healthy, husky volume of business . . . who are versatile, flexible—who adjust to the changing times.

# Sell the steady market in American Builder

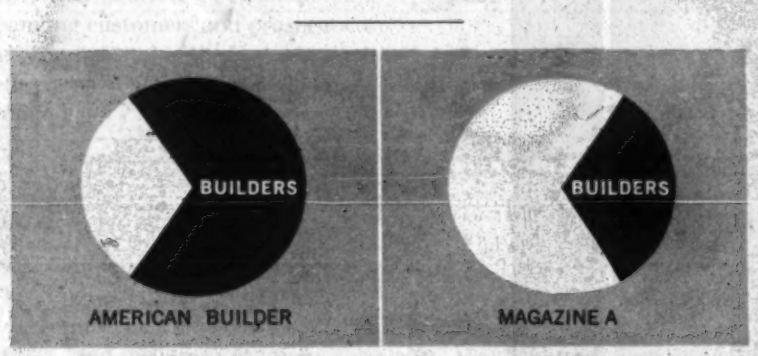
# Your advertisements in American Builder enjoy these important advantages:

## 1 Mass—76,083 builders

The American Builder audience represents the largest audience of builders anywhere: the men at the top—large builders—but also the rank and file, the growing builders, the new builders that will be tomorrow's "old pros." With the high and unpredictable turnover in the building business, there is truly safety in numbers.

## 2 Volume—93.8% of all 100-house-and-over builders

These builders may sharpen their pencils more than you like when they buy, but they represent volume you need for your mass production. American Builder delivers them.

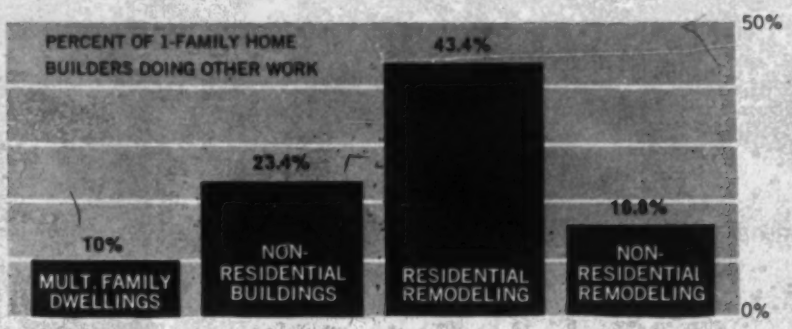



## 3 Exposure to the specifying audience—the builders

Much waste circulation has been bought because of the confusion about the importance of bankers, consulting engineers, interior decorators, realtors, etc., in the building business. To clear up this confusion ask the question, "Important to whom?"

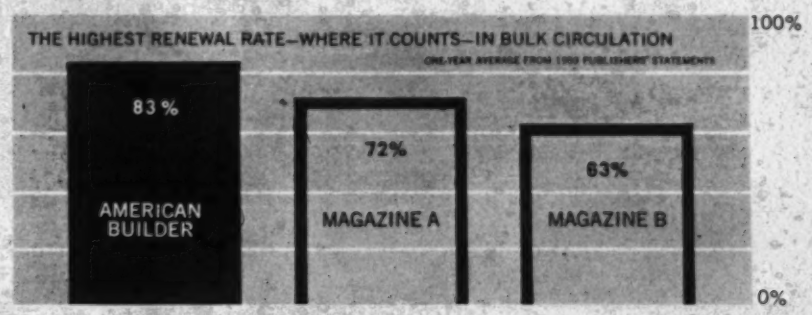
| | IMPORTANT TO BUILDER? | IMPORTANT TO MANUFACTURER? |
|---|---|---|
| ARCHITECT | YES | NO |
| CONSULTING ENGINEER | YES | NO |
| REALTOR | YES | NO |
| INSURANCE COMPANY | YES | NO |
| GOVERNMENT | YES | NO |
| BANKER | YES | NO |
| INTERIOR DECORATOR | YES | NO |
| **BUILDER** | | **YES** |

These men are tremendously important to the *builder*—but are, in most instances, unimportant to the manufacturer of building products. American Builder delivers the *buying and specifying* audience—the builders.



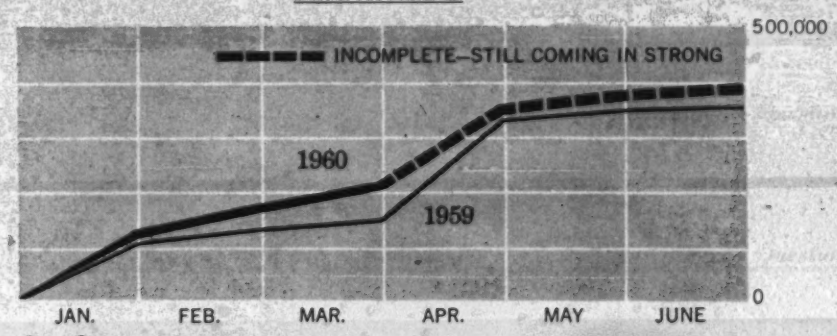

## 4 Exposure to versatile and flexible builders

A high percentage of the American Builder audience is diversified to meet changing situations, new opportunities—active in *all* phases of light construction: residential, non-residential, and remodeling. Here is a real plus for advertisers.




## 5 Exposure to the "comers"

Turnover in the building industry is tremendous. Getting your advertising into the hands of the newly important builders is invaluable. 30.3% of American Builder's circulation is placed through companies who know this important group and *pay* to get the magazine to them. And American Builder enjoys the *highest* renewal rate—where it counts—in this bulk circulation.




## 6 The highest reader response

359,135 new product inquiries for the first 6 issues of 1959—398,594 (and still coming in strong) for the first 6 issues of 1960! Proof of great and growing readership and interest. Further proof: almost every manufacturer interviewed says American Builder pulls the most editorial inquiries.

## Your advertising works harder, gets results faster, in American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

30 Church Street, New York 7, New York

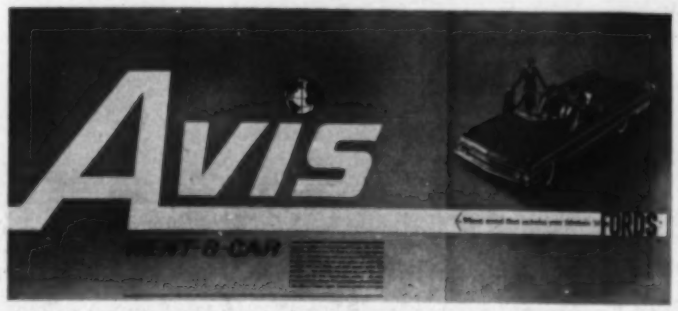
# American Builder

THE BUSINESS BOOK FOR BUILDERS

HIGH RATED
LOCAL PROGRAMMING
★★ TOP ★★
AVAILABILITIES IN THE
LARGEST FILM LIBRARY
IN THE MARKET!
CALL BLAIR
Television Associates

MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin

the STORER station backed by 33 years of responsible broadcasting



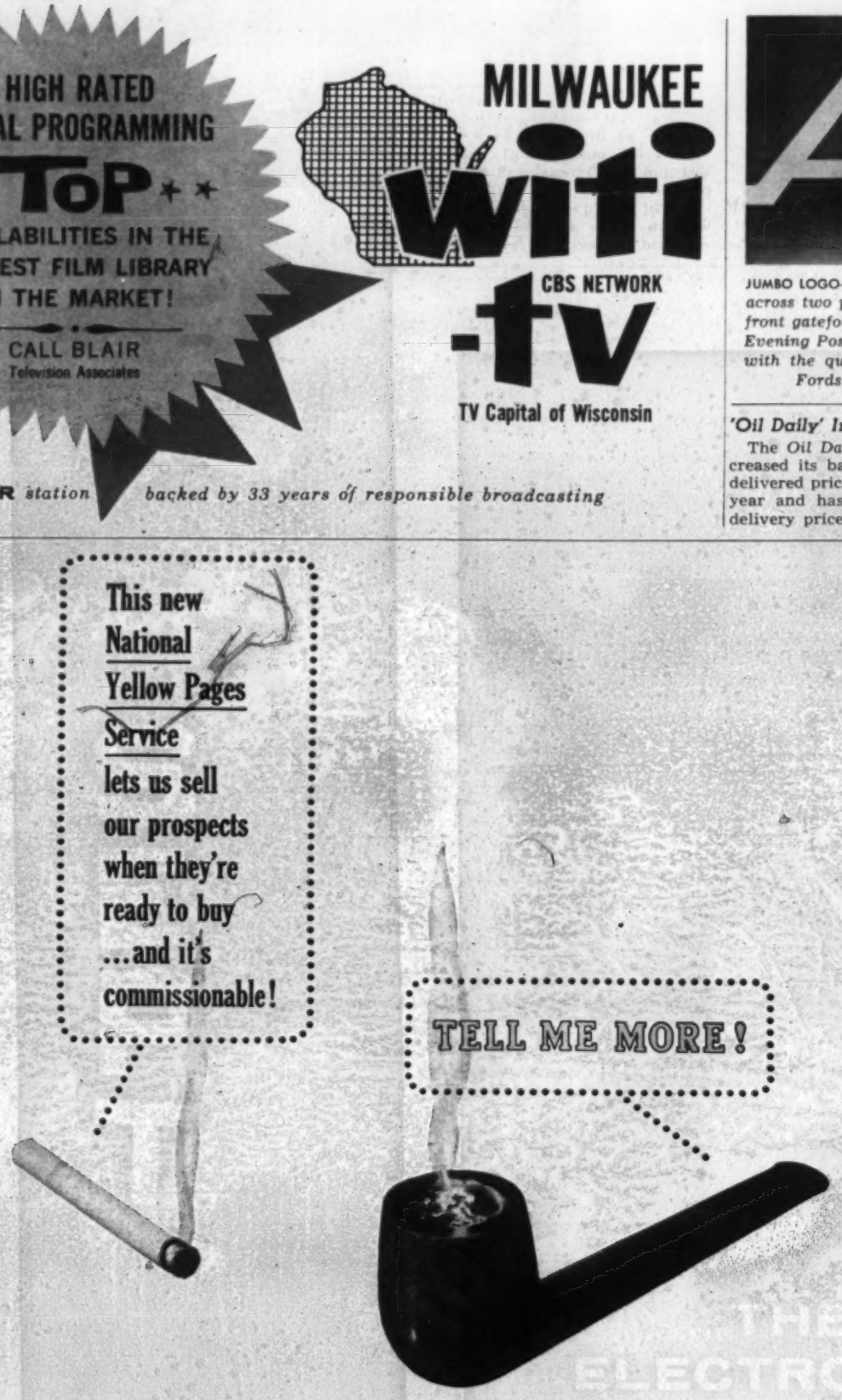

JUMBO LOGO—*Avis Rent-A-Car System Inc., Boston, spreads its logo across two pages in this three-page color ad running on the inside front gatefold cover and adjacent first page of the Oct. 1 Saturday Evening Post. The third page of the ad pictures the new 1961 Ford with the question "Whose rental fleet includes your fabulous '61 Fords?" McCann-Erickson, New York, is the agency.*

### *'Oil Daily' Increases Price*

The *Oil Daily*, Chicago, has increased its basic subscription air-delivered price from $35 to $50 per year and has raised its ordinary delivery price from $25 to $35.

This new National Yellow Pages Service lets us sell our prospects when they're ready to buy ...and it's commissionable!

TELL ME MORE!



**Acct. Exec.:** Well, when our prospects look in the Yellow Pages, they're not looking for entertainment as in other media. They're ready to *buy*—our product or one of our competitors'. Now we can *sell* them right at this moment of decision.

**ACCT. SUPV.:** Fine. But how?

**Acct. Exec.:** New National Yellow Pages Service lets us put solid selling display ads in any combination of 4,000 directories across the country . . . ads that tie right in with our national consumer campaign.

**ACCT. SUPV.:** You mean, we can tell them *why* to buy—as well as *where?*

**Acct. Exec.:** Exactly! Sell them—and send them directly to our nearest outlet.

**ACCT. SUPV.:** How about all the paper work involved in buying the hundreds of directories we'd need?

**Acct. Exec.:** No problem. NYPS handles the whole thing with just *one* contact and *one* contract. One monthly bill, too.

**ACCT. SUPV.:** What was that you said about commissionable?

**Acct. Exec.:** It's true. The space is subject to agency commission.

**ACCT. SUPV.:** I'm sold. And I think the client will buy it.

**Acct. Exec.:** It's so sound he can't afford not to!

NEW NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

## Free Trial Offers Sell 85% of Time for Aero-Master

ST. LOUIS, Sept. 13—Direct mail advertising pinpointed on a "free trial offer" is producing sales that run consistently better than 85% of total trials for Aero-Master Inc., even though the merchandise offered carries a minimum initial cost of $132.50 and is made to an industrial market.

Aero-Master is the maker of the A/M system of insect control which is used nationally by department stores, food processors, dairies, bottlers, and other industries in which insect contamination is a problem, as well as in a wide variety of companies where merchandise is subject to damage by insects. The system combines use of the Aero-Master fogging machine, electrically operated and automatically controlled, and a special pyrethrum-type insecticide which is approved by the Department of Agriculture.

The free trial offer includes machine and fluid shipped out with instructions to the prospective customer to test on his own and under his own conditions for a ten-day period. He is not obligated—doesn't even have to write out a purchase order to request the trial. Since the list is carefully screened for most likely prospects in high interest fields, there is little risk to A/M on the return of equipment where a purchase is not effected.

■ The ten-year-old company has always used direct mail as its chief advertising medium. The first "free trial offers" were made as a matter of necessity, when inquiries came to the company from areas far distant from any sales representative. When it was found that the machines were being bought and that repeat orders for the fluid followed regularly, the offer was made in direct mail.

Direct mail copy stresses the fact that, while the Fogging Machine sells for $125 or $175, depending upon the model, and the fluid at $8.50 a gallon, the system delivers the insecticide industry's lowest cost in use, approximately 10¢ per 10,000 cu. ft. of space to be treated. A lifetime guarantee, which includes free maintenance of the machine, is included.

Currently, direct mail is combined with a very limited schedule of vertical magazine advertising, with reprints used in the direct mail.

Pete French is president of Aero-Master and George H. Kahle is sales manager. #

### *Hollingshead Switches to W. B. Doner Agency*

R. M. Hollingshead Corp., Camden, N.J., has switched its account for all divisions from Gray & Rogers, Philadelphia, and E. W. Reynolds Ltd., Toronto, to W. B. Doner Co., Philadelphia. Hollingshead manufactures automotive and industrial maintenance chemicals.

PHOTOGRAPH BY DAN WYNN

# THE 'TRUE' MAN WORKS TO LIVE!

A lot of people would say, and rightly, that the True man is an individualist in an age of conformity.

You know him. Different from the pack. More confident. More worthwhile. Young and married, he's on his way up—and moving fast!

With his eyes on tomorrow, there's a lot he wants. But he's not waiting for tomorrow to get it. Right now, while he's eager and earning, there's nothing too good for himself and his family.

That's why, in many ways, *he's* the one the *Jones* keep up with.

You can find the True man almost anywhere. But the only place you can find 2,300,000 of him is in True – the Man's Magazine specifically edited and directed to his interests, his wants, his ever-growing involvement with the good life. That's why it has the largest all-male audience in the world.

Moral: If you make a product for men, you can make it *move* in the pages of True.

**Coming February '61**

**25th Anniversary Issue with an increased circulation guarantee to 2,400,000. A deluxe silver cover will embrace more editorial pages, more top writers than ever. Special boating section, too. Closing: November 15. Be sure you make it!**

F A W C E T T . . . S A L E S P O W E R I N D E P T H

©1960 FAWCETT PUBLICATIONS, INC.

# PHOTO REVIEW OF THE WEEK

**SPECIFICITY**—*Admiral Corp.'s public relations department covered introduction of a new vest pocket transistor radio with one model, Alice Davis, and a convertible dress. The first photo on left was taken with most newspapers and women's publications in mind; the second is angled at most trade publications; the third is for trade publications which like more photographic exposure; and the last one is for a limited number of men's magazines and for discriminating editors' private cheesecake file.*

Burkhart Masterson Mullen Austing Burgoyne

**ANNIVERSARY**—*Marking the 20th anniversary of Burgoyne Index Inc., Cincinnati, are John Burgoyne Jr., president, and William V. Masterson, exec vp, of the market research company, and friends: William Z. Burkhart, retired president, Stockton, West, Burkhart, Cincinnati agency; J. Mike Mullen, Kroger Co.; and Lawrence J. Austing, Southern Ohio National Bank.*

**CEREAL SWEEPSTAKES**—*Howard G. Haver (left), New York sales manager for General Mills' grocery products, and Peter J. Gorman, manager of marketing promotions of American Machine & Foundry Co., get ready for the $145,000 Sweepstakes the two companies are sponsoring. General Mills' nine cereals will be promoted in the contest in which 6,581 AMF leisure time products will be given away. Tv, magazines and mobile displays will advertise it. Dancer-Fitzgerald-Sample, agency for General Mills, is handling.*

**GREAT OUTDOORS**—*Marlboro cigarets' latest outdoor display shows this 40' he-man taking a breather. He is one of the 12 displays that will rotate every 30 days in the Los Angeles metropolitan area. Leo Burnett Co., Chicago, is the agency.*

Robbins Cone Martin

**CRUSADER**—*Viewing a sketch of a giant knight symbolizing Chicago's Crusade of Mercy (annual joint drive of the Community Fund-Red Cross) are Burr L. Robbins, General Outdoor Advertising Co.; Fairfax M. Cone, Foote, Cone & Belding; and C. Virgil Martin, Carson Pirie Scott, loop department store. Mr. Cone is local general chairman and Mr. Martin is national vp of the crusade. The five-story cutout of the knight will be put up on the Carson Pirie Scott loop store Sept. 19.*

Fitzsimmons Kaplan Manzie Cottone Farber

**ALL TOGETHER, NOW**—*Donald F. Fitzsimmons Inc., New York ethical drug agency, sent out cards inviting the entire pharmaceutical industry to "face 42nd Street" at 3:15 p.m. (EDT) Sept. 15 to celebrate the agency's second birthday. Here Mr. Fitzsimmons has corraled his entire fulltime staff—Ed Kaplan, Maryann Manzie, Gloria Cottone and Len Farber—to join in the singing of: "Happy birthday, Donald F. Fitzsimmons, In-cor-por-ated, We're glad you are 2."*

**Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!**

FIRST
IN TOLEDO FOR 33 YEARS!
WSPD RADIO
the STORER station- backed by 33 years of responsible broadcasting CALL KATZ

# Multiple Spotting Among Radio, TV Ills Hit by 4A's

NEW YORK, Sept. 13—Some broad basics on the handling of spot radio and spot television are covered in two new booklets issued last week by the American Assn. of Advertising Agencies.

Titled "Suggestions for the Advancement of National Spot Radio Advertising" and "Suggestions for the Advancement of National Spot Television Advertising," the brochures, the Four A's said, were "offered in the hope that they will help media increase their volume of advertising by making it more productive and easier to handle."

The tone is set in the introduction to the booklets, which follow the pattern of similar ones already published for newspapers, business papers, magazines and farm publications.

"Advertising agencies work in operating patterns partly created by agencies, partly by media. Any gain in operating efficiency helps to foster the conditions under which national advertising grows and prospers. The better broadcasters and agencies can understand each other's operating needs, the more smoothly and efficiently they can work together," the introduction says.

■ Among the controversial issues touched on in the tv booklet:

• **Multiple spotting**—"Many agencies and advertisers believe that when a commercial has more than one other commercial adjacent to it—especially between programs—the effectiveness of each is diminished.

"We urge stations to limit the number of commercials in any one cluster, and to state their policy in this connection in their rate cards and in SRDS listings."

• **Definition of local and national advertising**—"Wherever there is a differential in rate between local and national advertising, it is essential that the broadcaster define clearly in his rate cards what kind of advertising is entitled to his local rate and the kind of advertising to which he applies his national rate."

• **Cooperative advertising**—"Wide rate differentials lead some local advertisers to abuses in connection with cooperative advertising—abuses such as double billing, undisclosed minimum rates, brokerage and wholesaling of broadcast time etc."

■ To make sure that the effectiveness of tv advertising is not impaired by programs or commercials that arouse resentment, the Four A's recommended adherence to the NAB code and to the Four A's copy code and its special interpretations for television.

■ Along the same lines, the radio booklet advises against "commercials which are over-long, over-repetitious, or which interrupt programs at inappropriate times" and adds:

"Programs which are deemed by any considerable segment of the public to exert any undesirable influence, especially on children, or to be in bad taste, or to be over-commercialized, or to be interrupted for commercial announcements with irritating frequency, tend to impair the effectiveness of radio broadcasting."

This point is raised again under the heading of multiple spotting as follows: "Many agencies and advertisers believe that when programs are interrupted for commercial announcements so often that it becomes irritating, the effectiveness of each commercial is diminished.

"We urge stations to limit announcements, regardless of length, to a certain number within each program, and to state their policy in this respect in rate cards and SRDS listings."

■ Other general topics covered in both brochures include presentation of information concerning coverage, market characteristics, audience data, schedule reports, rate cards, etc.; operations requirements of various sorts; and payment policies. #

### WOR Forms Sales Arm

WOR, New York, has formed a separate corporation, C. F. Productions, 1 Park Ave., New York, for the sale and servicing of its "Living Should Be Fun" program, with Carlton Fredericks. WOR will continue to produce the show. Dave Nathan, who also is director of radio and tv with Curtis Advertising Co., will serve as president of C. F. Productions.

WHAT MAKES BIG D BIG?

MORE INSURANCE COMPANIES HAVE HOME OFFICES IN DALLAS THAN IN ANY OTHER CITY!

*To insure the effectiveness of your Dallas advertising, schedule the Dallas News! With the largest daily circulation in Texas, The News alone gives you both Dallas and the surrounding market whose purchases in Dallas add up to more than the entire retail volume of Knoxville, Spokane, Trenton or Tacoma!*

SM, July 10, 1960

The Dallas Morning News
BIG
U.S. Pledges U.N. Aid

CRESMER & WOODWARD, INC. • National Representative

# NOW DALLAS IS A Sunday TOWN

**The Dallas Times Herald — First in Dallas Area Readership, Advertising Linage, Circulation Growth—Now Joins Metro SUNDAY Magazine Network.**

Locally edited about and for the people of big, brilliant Dallas and its thriving satellite sphere, printed in glowing color gravure, The Times Herald SUNDAY Magazine is destined to communicate as does no other medium with the richest, best dressed, best fed, best housed and most widely traveled major segment of Texas' population.

It will reflect the drive, the optimism, the youthfulness of this sprawling prairie giant where nothing is impossible; where opportunities crowd hard upon each other, where the graces of suburban living are shared by virtually all citizens.

The Times Herald SUNDAY Magazine will reach this ever-increasing concentration with the largest metropolitan area circulation of any newspaper in the Southwest.

Dallas' record population, economic and industrial growth is little short of phenomenal. Her economy is bustling, diversified, supplying almost twice the jobs, twice the income of a decade ago. Her people are vigorous, prosperous, the state leaders in retail buying. The Dallas Times Herald has racked up an outstanding record of circulation growth over the past five years and similar records of growth in ad linage for local and national classifications.

SUNDAY is proud to offer this new, vital coverage in the Dallas and close-to-Dallas community. The Dallas Times Herald represents another major step forward for SUNDAY and its advertisers, adding 200,000 families every week to SUNDAY's massive audience of 18,000,000-plus ABC Net Paid Circulation. Two hundred thousand more reasons to join the top advertisers who make SUNDAY Magazines a "must" buy on their schedules.

**Sales Offices:** 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200
**Chicago 11,** 1710 Tribune Tower ■ **Detroit 2,** New Center Building ■ **Los Angeles 5,** 3460 Wilshire Boulevard ■ **San Francisco 4,** 155 Montgomery Street

# GREATEST CUSTOMER READERSHIP PER DOLLAR

*Dewey and Almy Chemical Division, W. R. Grace & Co. asked its customers and prospects what publications they read regularly. Business Week had the lowest cost per mention of all general, general-business, and news publications.* What are the reading habits of your customers? Ask them.

John Fusek did. In July, 1957, Mr. Fusek, Advertising Manager of Dewey and Almy Chemical Division, W. R. Grace & Co., conducted a mail survey among customers and prospects of his company to determine their publication reading preferences. There were 4,200 questionnaires mailed out. Mr. Fusek's principal question:

*"What publications of all types do you read regularly?"*

1,003 (23.9%) completed questionnaires were returned. The results, as they primarily affect the ten most frequently mentioned general, general-business, and news publications, are recorded on the right. As you can see, Business Week's cost per mention was the lowest by far among all general, general-business, and news publications—more proof of the effectiveness of Business Week in reaching the men who make the decisions in business.

A McGraw-Hill Magazine

BUSINESS WEEK



*You advertise in Business Week when you want to influence management men*

The Dewey and Almy Chemical Division, W. R. Grace & Co., was just one of 30 organizations that conducted readership studies, in cooperation with Business Week, in the past five years. The 30 studies, summarized at right, covered 149,000 vital people in business and industry—advertisers' identified customers and prospects. (Details are available.)

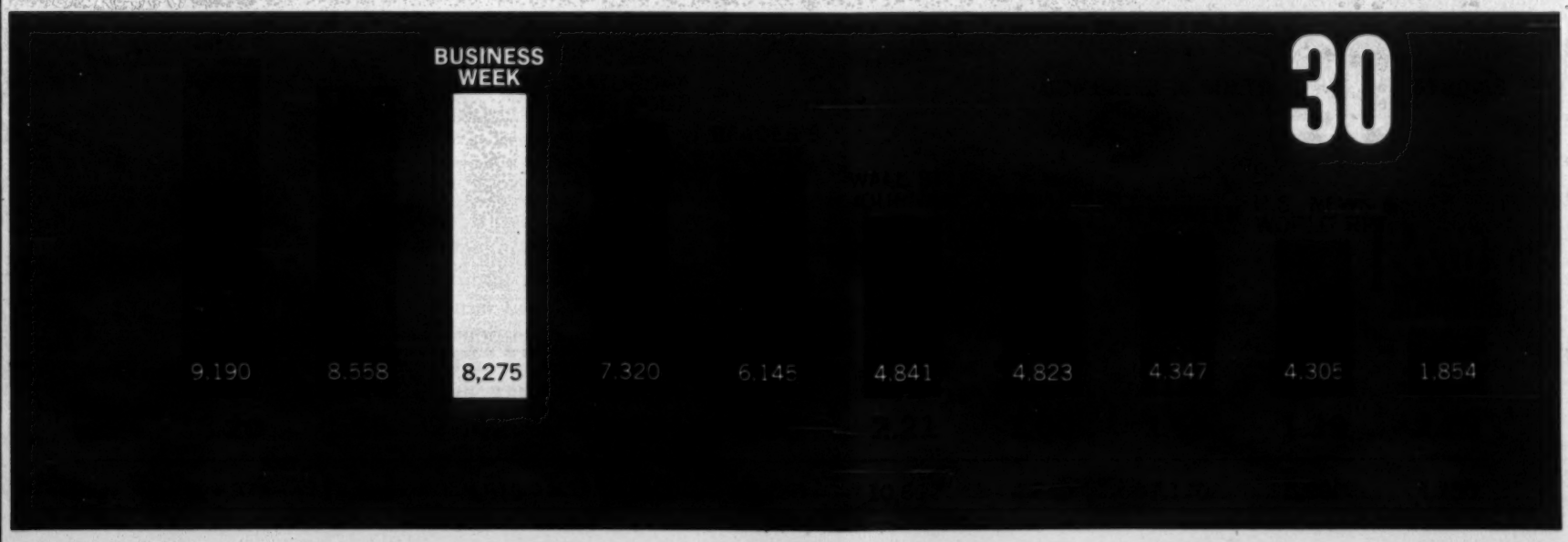
Singly or together, these studies offer you an important indication of the reading habits of people who buy in business—your customers, your competitors' customers. Here, too, is evidence of the efficiency with which advertising can talk to them—of how you can secure *maximum management readership at minimum advertising cost:*

...in the pages of Business Week.

GRACE

*The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"*

*The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"*



### *Colombian Coffee Growers Expand Spot TV Schedule*

National Federation of Coffee Growers of Colombia will expand its spot tv schedule this fall. An eight-week push will be used in Chicago, Philadelphia, Los Angeles, San Francisco, Cleveland, Detroit, Pittsburgh, Washington and Boston, starting Sept. 19, in addition to a 13-week effort in New York. After a six-week Christmas hiatus, it will return with 34-week schedules in these markets. From four to 17 spots per week per market will be mainly minutes, with some station identification breaks.

Some business magazines will be used later. Doyle Dane Bernbach Inc. is the agency.

### *Mennen Buys CBS Radio Show*

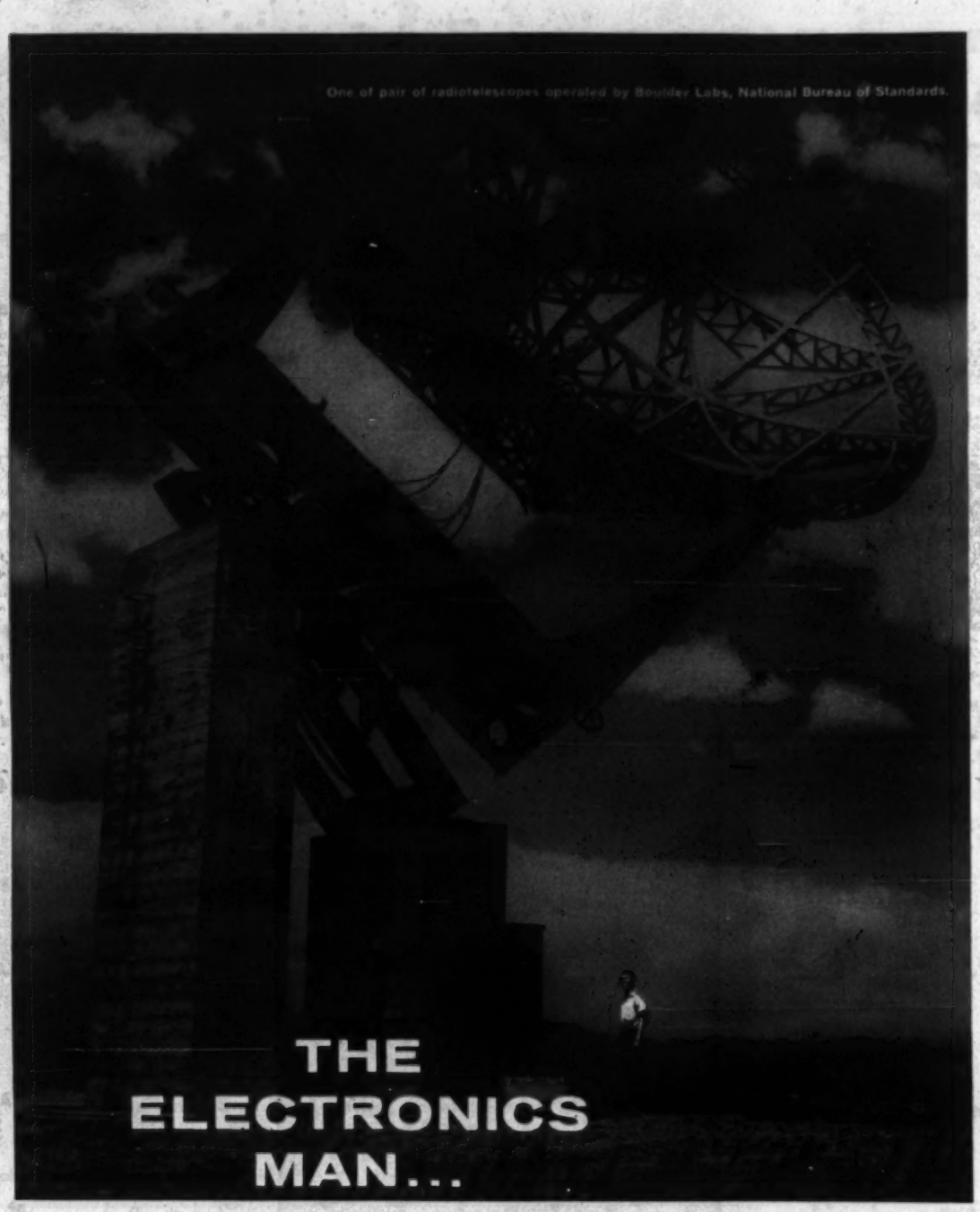
Mennen Co., Morristown, N. J., has purchased CBS Radio's "Sports Time," a Monday-through-Friday five-minute series, for 65 weeks. The show has been featuring Phil Rizzuto during the baseball season and will continue with a prominent football figure in the fall. Mennen plans to use Mr. Rizzuto in its promotion. Warwick & Legler is the agency.

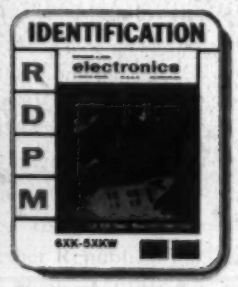
### *Riker Joins Van Deusen*

Geoffrey W. Riker has joined Van Deusen Co., Anaheim, Cal., as an account manager for commercial products and services. Mr. Riker was formerly with the Aeronutronic division, Ford Motor Co., Newport.

### *Stanley Skirboll Named VP*

Stanley G. Skirboll, an account executive at Advertising & Public Relations Consultants, Pittsburgh, has been named a vp.


HIS BUSINESS IS DIFFERENT

A man in one industry usually sells to another. A steel man sells to the automotive industry. A packaging man sells to a soap company.

The electronics man is different.

The electronics man sells a large portion of his output to another electronics company. The design man may be the key to selling a President. The President of one company may sell to the design man of another. The project engineer is responsible for product design, but may also determine market potentials for new products.

Look at the badge above. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

And . . . in selling the electronics man, your basic buy is the one book edited weekly for all electronics men—whatever their title or job functions. The basic book is **electronics**—52,000 electronics men pay to read it every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... **electronics**

A McGraw-Hill Publication

330 West 42nd Street • New York 36, N.Y.

and in the **electronics** BUYERS' GUIDE


## Popularity Rating of TV Personalities Is Offered by TV-Q

NEW YORK, Sept. 13—What segment of the audience is a sponsor reaching when he puts his tv money on Star A, and how would he do if he bought Star B instead?

Does the daytime emcee who also does a sales job make friends for his sponsor's products, or does he have the kind of personality that irks people in a great many of the markets where the show is seen?

Is the tv spokesman doing a believable job when he delivers his sales messages?

■ Some light may be thrown on such questions as these by the new service which Tv-Q is adding, effective with the new television season. In the past this company, a division of Home Testing Institute, has concentrated on the gauging of audience reaction to network telecasts. As an added feature it will offer three performer popularity studies yearly.

Familiarity and opinion data on some 250 tv, movie, radio and stage performers and personalities will be included in each report. More than 2,000 respondents will be asked to rank them as "one of my favorites," "very good," "good," "fair," "poor" or "have never seen."

The answer will be reported in terms of respondents' age, sex, education, tv viewing habits and home territory.

■ Test studies have indicated the kind of information that will evolve. For example, Bob Hope and Jack Benny ranked about equally in over-all popularity, but Mr. Hope came out much better in the younger adult subdivision. Two Boones—singer Pat and Richard, of "Have Gun, Will Travel"—made an interesting comparison. They fared more or less evenly among light tv viewers, but with the heavy viewers, the popularity odds favored Richard.

The names to be put to the test in this service will depend partly on the clients, but at least 250 persons will be included. #

### *Salzer Heads Waring Line*

George W. Salzer, formerly an independent marketing consultant in Hartford, Conn., has been named ad and sales promotion manager of Waring Products Corp., Winsted, Conn., electrical housewares manufacturer. He replaces Collingwood J. Harris, who moves to the parent company, Dynamics Corp. of America, in another capacity.

### *Hy Radin Names 3 VPs*

Hy Radin Associates, New York, has named three vps. They are Bernard Fabian and George Podorson, both account executives, and Alan Peers, formerly executive art director with Kameny Associates. Sharon Bishop, who has been doing freelance fashion promotions, has joined the agency as director of special promotions.

### *Naimark Follows White Labs*

Dr. George Naimark, formerly director of scientific services for White Laboratories, Kenilworth, N. J., has joined Burdick & Becker, New York, in the same capacity. Dr. Naimark was appointed shortly after the appointment of Burdick & Becker as a new agency for White Labs (AA, Sept. 5).

### *GE Promotes John Calahan*

John C. Calahan, district representative in the Milwaukee area for General Electric Co.'s housewares & radio receiver division, has been appointed merchandising and sales promotion manager of the radio receiver department, Utica, N. Y.

# BOY, that sure is a great campaign!

## But it's not selling the product

It takes more than pretty pictures and clever copy to move merchandise today. It takes a strong central theme—carefully thought out, creatively presented, and consistently adhered to. At Chirurg & Cairns, we call this a *basic sales idea*. It is the keystone of all we do for each one of our clients. Billing over $11 million, they include leaders in many different consumer, business and industrial fields.

If *your* company needs the persuasive power of a basic sales idea, we'd like to have a talk with you. We think you'll find this agency exceptionally strong in financial stability, creative excellence, and intelligent management. You will also find us eager to show you how handsomely basic sales ideas pay off. Just call Chirurg & Cairns at MUrray Hill 8-5800 in New York, or at REgent 4-1055 in Boston. CHIRURG & CAIRNS, INC. 130 East 59th Street, New York 22, N. Y. 824 Boylston Street, Chestnut Hill 67, Mass.

The SENIOR *Fresh*-man says...

IN EVERY GROWING AREA KEY MEN READ

GEORGE GURLEY, PACKER PUBLISHER

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

CABBAGE on to *Fresh* PROFITS

In the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY

MARKET that BUYS BIG...

*trucks to tags, tractors to twine!*

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company

201 Delaware Kansas City, Mo.

WeeReBeL says:

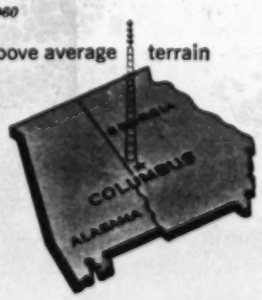
"I'll climb a BRAND NEW TOWER to bring WRBL-TV more coverage!"

WRBL-TV will soon beam to its prime Southeastern market from a new tower more than twice its current height above average terrain. At the same time WRBL-TV will switch from channel 4 to channel 3*. The combination of the new tower and new channel will boost WRBL-TV's total Grade B audience to more than 193,895 television homes in 55 counties of Georgia and Alabama! And when you consider that the Columbus Metropolitan Area *alone* is Georgia's second largest market with the highest per family income in the state, it's easy to see why Columbus and WRBL-TV are "sound buys" in the marketing plans of more and more top companies!

Call Hollingbery for choice availabilities.

**Target date is September 15, 1960*

1293' above average terrain




COLUMBUS, GEORGIA WRBL TV Channel.. 3

Represented by George P. Hollingbery Company

*'MY CARD'—New solicitor credential program being started by Central Registry on Oct. 1 will be backed by ads like this, which Magazine Publishers Assn. hopes will be used by its members. Ads are available in page, two-column and single-column sizes.*

## *Calvert Fall Drive Based on Heavily Insured Exemplar*

NEW YORK, Sept. 13—Calvert Distillers last week announced a new advertising campaign pivoting on a $1,000,000 insurance policy with Lloyd's of London.

Ads—to run in several hundred newspapers and in *Ebony*, *Life*, *Look*, *Time* and *TV Guide*—will show two bottles of Calvert Reserve standing on three gold bars. The headline will ask, "Which of these two whiskies is insured for $1,000,000?"

■ Copy will explain that one of the bottles contains Calvert's "standard of excellence," a limited stock that is never sold. The other bottle contains whisky that "must match this 'standard of excellence' for superb flavor, aroma and smoothness."

■ The advertising, prepared by Sullivan, Stauffer, Colwell & Bayles, which was recently named to succeed Benton & Bowles on the account, will break this week in newspapers. The magazines will carry full-color spreads. Outdoor and car cards will also be used. Newspaper color will be used extensively.

It was believed that about $3,500,000 will be put behind Calvert Reserve in the next year. #

### *McDonald Joins Schlitz; Manhardt Succeeds at EWRR*

David McDonald has resigned from the San Francisco staff of Erwin Wasey, Ruthrauff & Ryan to become Milwaukee regional advertising manager of Schlitz Brewing Co. He will be succeeded by Steven Manhardt, formerly with D. P. Brother & Co., Detroit. Mr. Manhardt will be account executive on the Fritos, Safeway bakery division and E. D. Bullard Co. accounts.

### *Two Join AM Radio*

AM Radio Sales Co., station representative, has named Robert H. Biernacki, formerly with Radio-TV Representatives, an account executive in New York and Harry D. Jacobs Jr., previously with NBC Spot Sales, Chicago, an account executive in its Chicago office.

### *Corry Names Chesley*

Corry Jamestown Corp., Corry, Pa., has appointed William R. Chesley manager of advertising and sales promotion. Mr. Chesley was an account executive of Fuller & Smith & Ross, Pittsburgh.

# N. Y. Wins Bout as Outdoor Ad Battle Continues

ALBANY, Sept. 13—The New York State Thruway has a long road ahead in its attempt to keep outdoor advertising off lands along its toll route.

So far, it is ahead of the opposition by virtue of a split decision in the appellate court, upholding the tollway authority's right to acquire by condemnation lands on which billboards now exist.

Now the authority is before the same court on the question of police power—the right of the state to prohibit outdoor boards because they constitute a "public nuisance."

The matter of eliminating outdoor by buying the land faces a final test in the court of appeals, but even a victory there for the state wouldn't be final, because the condemnations could be extremely costly.

■ Consequently, the authority is setting its legal sights on the appeal taken by Ashley Motor Court, Highway Display Inc. and Ramapo Land Improvement Co., all of Redland County, from a decision handed down in state supreme court by Justice Isadore Bookstein, which distinctly involves the question of police power.

Ramapo Land owns land on which there is a sign advertising Ashley Motor Court. The sign is leased and maintained by Highway Display.

When the authority brought injunction proceedings against the motor court sign, the three companies countered that the sign had been on the same land, although not in the same spot, long before enactment of the prohibitive legislation. It was moved to within 500' of the Thruway, incidentally, because the state acquired its former location for a nearby state highway.

■ Justice Bookstein held with the authority, declaring that the controlling words in the law were "erected and maintained." The jurist said that the sign was being "maintained" after Sept. 1, 1952, without a permit and therefore was a "public nuisance."

The Rockland County opponents of the billboard ban, in their appeal to the appellate division on the question of police power, point out that businesses along the Thruway, within 500' of the route, are permitted to maintain signs and that permits are issued for other boards within the prohibited distance.

The objectors contend that police power must extend to all alike.

In its answering brief submitted to the appellate division, the Thruway Authority stated that "drivers have a right to be left alone." #

### *Schreibweiss Joins Graber*

Walter Schreibweiss, formerly head of sales promotion of Lily-Tulip Cup Corp., has been appointed to the new post of director of marketing of Graber Co., Middleton, Wis., manufacturer of drapery hardware.

### *'Time' Buys WCBS Football*

*Time*, New York, has signed for the second straight year as full sponsor of the 10 Ivy League football games on WCBS, New York, beginning Sept. 24. Young & Rubicam is the agency.

YOU GET MORE FROM MEAD

A FULL SYMPHONY OF FINE PRINTING PAPERS make up the Mead line. They range from coated to uncoated in book and cover grades for both letterpress and lithography. In fact, Mead manufactures the world's broadest line of fine printing papers. The new sample books shown here represent but a portion of Mead's broad line of fine printing papers. Books containing Mead's entire line of coated and uncoated printing grades will be available soon in this new comprehensive binder shown. Ask your authorized Mead merchant distributor to reserve one for you.

YOU GET MORE FROM MEAD

Because Mead manufactures the world's most complete line of Business Paper grades, you get more bonds, mimeos, ledgers, duplicators, Duo-Safe safety papers and safety bond. All of the new books shown here, sampling Mead's entire line of business papers, will be available soon in the new comprehensive binder shown. Ask your authorized Mead merchant distributor to reserve one for you!

MEAD papers

YOU GET MORE FROM MEAD...THE MOVING FORCE IN PAPER AND PACKAGING

Lithographed on MEAD BLACK & WHITE OFFSET ENAMEL, 100 lb. MEAD PAPERS, INC., A SUBSIDIARY OF THE MEAD CORPORATION

# Esquire Drive to Push Its New No-Odor Polish

(Continued from Page 3)

mark to rethink and replan its ad strategy.

■ The result is that Knomark—out of nighttime network tv for two years—will go back into a medium in which it was one of the early stalwarts. Knomark will invest in nighttime network "in a big way," and, according to informed reports, will place the largest part of its ad budget there.

Knomark was a pioneer in network advertising, having sponsored the Perry Como show, Arthur Godfrey and Kate Smith. But the company abandoned nighttime network about the time that Revlon acquired the company in 1957, switching to spot tv—and successfully, according to admen.

Knomark was on nighttime for about 10 years. It added daytime, with time on about half a dozen "operation daybreak" shows.

■ The return to the old ad strategy will be made Sept. 29, when the no-odor polish will make its debut on "Witness," the new fall entry in the CBS-TV network lineup.

Co-sponsor with Knomark's Esquire line will be Schick Inc., in which Revlon has a controlling interest. New filmed and taped commercials are in production for the four major Esquire brands, no-odor boot polish, Lano-Wax, Scuff-Kote, and Spray Shine. The latter item was introduced last year, the first spray polish in the field.

Second network property to be co-sponsored by Esquire is the CBS interview panel program, "Face the Nation," set for the 10:30 to 11 p.m. time slot Monday nights.

A two-color *Life* page will kick off the print drive on Sept. 26 for the no-odor brand. Rounding out the print schedule will be ads featuring Esquire Lano-Wax and Scuff-Kote in *Good Housekeeping* and *Parents' Magazine*.

■ In addition, a saturation radio schedule is set for top markets, backed by spot tv in selected areas. A new 10-second radio jingle ID in the top 15 markets will announce that the odor is out and Esquire now "shines brighter than bright."

The six-week radio push, which also will get under way next week, calls for up to 80 spots per week.

In Canada, new one-minute tv commercials are scheduled for heavy exposure in six markets—Toronto, Montreal, Ottawa, Quebec, Jonquierre and Rimouski.

Supplementing the tv drive will be a newspaper schedule in key Canadian markets.

■ The company emphasizes that the no-odor polish is no gimmick especially cooked up to meet the Johnson challenge.

The polish was developed after two years of laboratory research. The research was based on the assumption that boot polish odor is unpleasant to some people, "a negative factor in shoe shining."

The Esquire laboratory created its own raw materials to replace the odor-producing materials reportedly with odorless ingredients, many of which the company said, have never been produced before.

### *Hauenstein Names Jenkins*

Hauenstein & Burmeister Inc., Minneapolis, manufacturer of custom-made elevator cabs and entrances, has appointed Ray C. Jenkins Advertising Agency, Minneapolis, to handle its expanded national advertising and merchandising program.

### *Capitol Records College Drive Uses Theme 'BMOC'*

Capitol Records Distributing Corp. will direct a special promotion at almost 1,900 colleges this fall, using the theme "BMOC" (Big Music On Campus). The campaign will feature 14 popular albums picked for college-audience appeal. National advertising of the albums will be supported by three-column ads in 50 major college newspapers, beginning Sept. 26. These papers, others, and college radio stations will receive a BMOC sampler LP, and publicity materials.

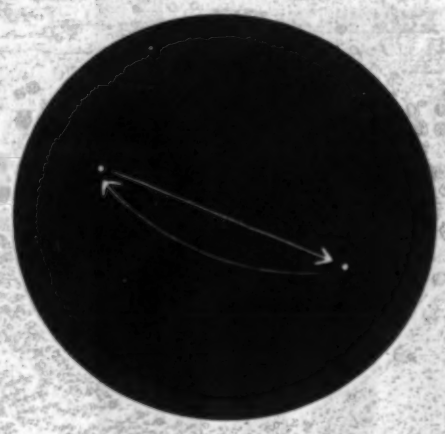
Capitol will also supply free book covers to students. The covers are decorated with full-color reproductions of Capitol albums, with their inside flaps listing the top 50 collegiate-type albums. The covers will be displayed in special wire merchandisers at record and book stores in college communities. In-store display pieces include a full-color cartoon caricature of a BMOC college student. The crew-cut figure wears a large letter "C" and under his arm carries two Capitol albums. Stores will be furnished sets of 12 paper pennants and easeled album jackets.

### *Stonehams Open Own Agency*

William P. Stoneham and his wife, Eva, have opened their own agency, Stoneham Advertising, with offices at 13628 Gault St., Van Nuys, Cal. Mr. Stoneham was formerly an account executive of McCarty Co. and Mrs. Stoneham formerly operated Ling Advertising.

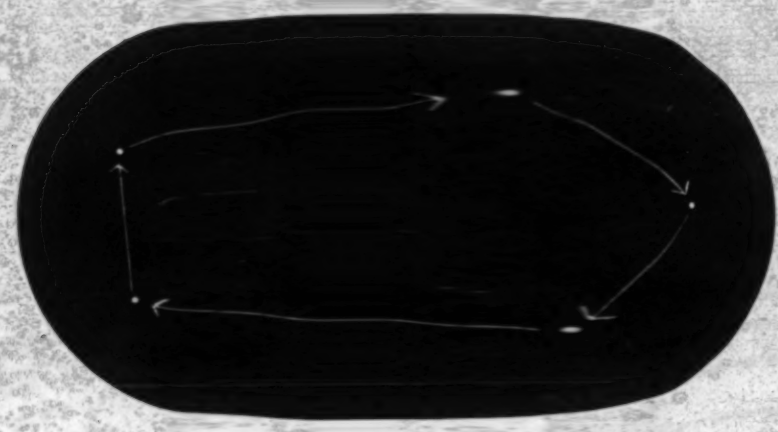

THERE IS A DIFFERENCE!
Many Jobs Available
Layout Artist ..... $8,000.00
Creative & Versti. Adv. Dir. Exp. Open
Home-Furn. art, sls. prom. & Merch.
Yg. Man with Math Degr. ... $425.00 Mo.
Copywriter Trainees ..... $375.00 Mo.
Advertising Personnel Specialists
for 25 years
BARNHOLDT & Associates
185 N. Wabash Ave., Chicago 1, FR 2-0115



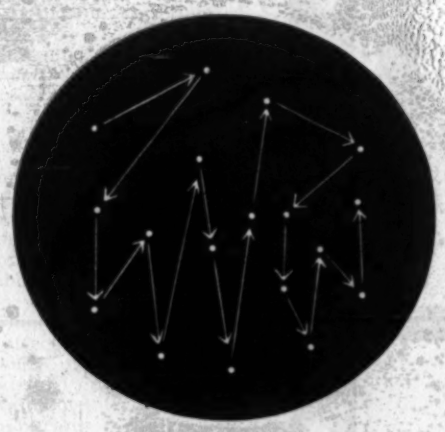


Single Show Displays—North American packs up your display, gets it to the show on time ... giving your personnel plenty of time to get ready for the crowds. When the show's over, we return it to your plant.

Short Term Series—You give us your schedule ... we pick up the display and make all time and travel arrangements—storing between shows if necessary—and then return the display to your plant.



Which of these Display Shipping Services will give you lowest cost per exposure?



Long Term Series—We assign driver and van (as many as needed) to exclusively handle your display, and pre-arrange all time and travel arrangements. This service is available nationally or internationally.

When you invest in a display—exposure is what you want for the payoff. North American Van Lines has assisted many firms in developing display itineraries, both in the U. S. and abroad. This "mobile merchandising" brings your sales story to your customers when and where your plans require. Just design your display and pick your spots, and North American's display service will give you a new dimension in promotion planning.

Ask your traffic manager, your local North American agent or write our World Headquarters in Fort Wayne for complete details.

NORTH AMERICAN VAN LINES, INC.
Dept. 25-2, Fort Wayne, Indiana
*The Gentle Giant of the Moving Industry*
SPONSORS OF "CHAMPIONSHIP BRIDGE" ON ABC-TV

**BEANS & FRANKS**—*Campbell Soup will use two-color newspaper ads in 100 markets starting Oct. 23 to introduce its Beans & Franks. Tv spots will support the product, which has been tested in 13 cities. Needham, Louis & Brorby is the agency.*

**HARRY C. PHIBBS**

CHICAGO, Sept. 13—Harry C. Phibbs, 75, president of his own agency and a pioneer in the drug agency field, died yesterday in his home in Winnetka, Ill.

Born in Ireland, Mr. Phibbs was associated with forming the Abbey Players, the national theater of Ireland. He moved to the U. S. in 1908 and served as sales and advertising manager of Burroughs Wellcome & Co., a New York pharmaceutical house.

Mr. Phibbs started his own agency—Harry C. Phibbs Advertising Co.—in 1921; it may have been the first U. S. agency devoted exclusively to ethical drug advertising.

Mr. Phibbs and two other men started *Hospital Topics* in 1922. Mr. Phibbs later bought out his partners and operated the publication until 1949 when he sold it to Gordon Marshall, the present publisher.

Known as an artist, writer, photographer and public speaker, Mr. Phibbs was one of the founders and first directors of the Midwest Pharmaceutical Advertising Club. He also was a past president of the Chicago Business Men's Art Club, the Chicago Adventurers Club and the Chicago Camera Club.

He served as a captain in the "Fighting 69th" Army unit just prior to World War I. He is survived by his widow, Mrs. Bertha Phibbs, who is vp and treasurer of the agency.

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

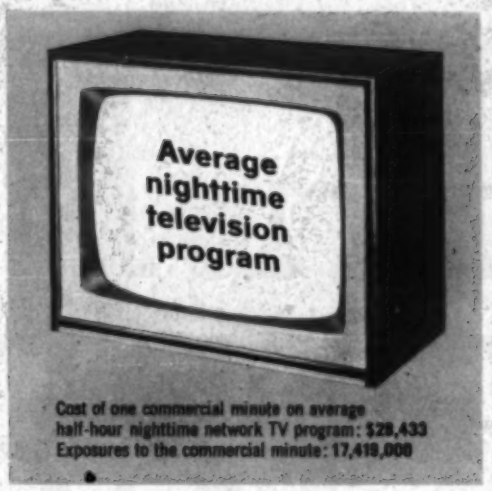
# Along the Media Path

A 16-page tabloid section devoted entirely to electronics industry news and advertising was published by the **Los Angeles Mirror** on Aug. 23. Editorial features included stories on the space race, electronic advances in medicine, latest developments in computers and crime detection, and pictures of recent inventions and innovations in the electronics field.

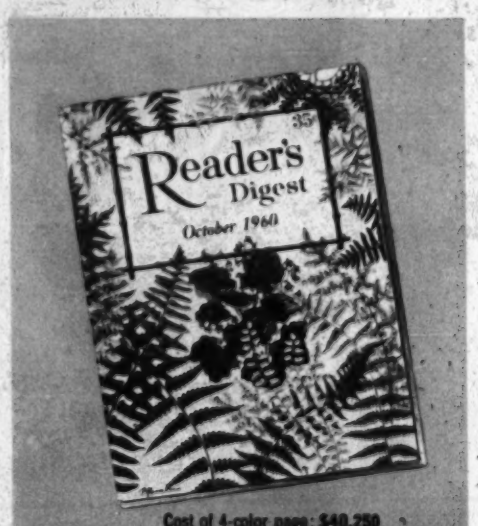
• "How to Create the TV ID" has been published by the **Television Bureau of Advertising.** The presentation, designed to be used in conjunction with material prepared by stations for showing to potential advertisers, tells what an ID is, how it is prepared, what it contains and how it is used. Additional information may be obtained from the Television Bureau of Advertising, 1 Rockefeller Plaza, New York.

• **WERE**, Cleveland, lent its traffic helicopter to the Cleveland police department to be used to help avert a possible traffic jam caused by the 10,000 people attending the annual Appreciation Day, sponsored by competing radio station **WHK**, which featured a rock'n-roll show with Fabian.

• An unusual public service campaign featuring one-minute spot announcements telling listeners of vacancies for students at almost 100 little-known colleges, the courses and degrees offered and the names


Average nighttime television program
Cost of one commercial minute on average half-hour nighttime network TV program: $28,433
Exposures to the commercial minute: 17,419,000

Your Digest advertising gets 30 million extra exposures




***according to the***

Now it has been proved that you get *twice* as many chances to sell when you advertise in Reader's Digest. New Politz research shows that the average Digest advertising page gets 60,947,000 exposures—almost 61 million chances to *sell*. With Life, Look or the Saturday Evening Post, the average is between 30 and 31 million . . . with a minute on the average half-hour nighttime network television program, only 17,419,000.

Yet a four-color page costs less in Reader's Digest than in Life or the Saturday Evening Post : . . only $1,530 more than in Look. And *all* these magazines provide far more exposures

and telephone numbers of the registrars, developed and implemented by **WNEW**, New York, is credited with having helped to enroll students in a number of these colleges. By the end of August, five colleges had requested WNEW to drop the public service announcements because their quotas had been filled as a result of the broadcasts.

• The October issue of **Precision Metal Molding**, published by Industrial Publishing Corp., Cleveland, will contain its first annual directory of the extrusion industry.

• The **St. Petersburg Independent** commemorated the 50th anniversary of its "Sunshine Free Newspaper" Sept. 1. As part of its 50th anniversary, a special Golden Anniversary mail-away edition, highlighting the history of the promotion—free newspapers each day the sun doesn't shine in St. Petersburg—and the effect it has had on the growth of the city and state, was published.

• **House Beautiful** will increase its cover price from 50¢ to 60¢, effective with the October issue.

• A new definition of food—its uses and its meaning to the physical and spiritual life of consumers—has been printed on parchment in a size suitable for framing, by the **Bureau of Advertising**, American Newspaper Publishers Assn., in connection with the Better Meals Build Better Families campaign. Additional information may be obtained from Samuel Rovner, Public Relations Manager, Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17.

• "Prepared Dessert & Pie Filling Preparations," a 44-page industry and market report tracing the history and growth of the industry, the current market and future sales prospects, has been published by **Redbook**. Included in the survey is a five-year breakdown of magazine advertising expenditures by seventeen companies manufacturing about 30 prepared dessert and pie filling products. Additional information is available from Maureen Callahan, *Redbook*, 230 Park Ave., New York 17.

FALL PROMOTION—*As part of its fall push, KABC-TV, Los Angeles, is running ads in local newspapers asking readers to dial SUrfside 6-0525. Callers hear a promotional message for its new show which debuts Oct. 3.*

• **KNUZ**, Houston, has been presented the Texas Associated Press News Broadcasters award for the best continuous news coverage among all Texas radio stations.

• Chicago Mayor Richard J. Daley, in cooperation with **WAIT**, Chicago, designated Sept. 8 as "Community Clubs Day in Chicago," asking all citizens to fully support the civic, cultural and charitable women's organizations in the City of Chicago.

• A new merchandising service with the twin objectives of informing retailers and helping advertisers sell their products has been launched by **House Beautiful**. Called "Advance Retail Trade News," the service is a full-scale, five-column newspaper which previews highlights from future issues of the magazine, lists advertisers, illustrates their ads or products and features their tie-in material.

• "Bowling USA," an eight-page rotogravure section which combined editorial and advertising content designed to interest and inform Chicago bowlers and encourage other readers to join the

*(Continued on Page 106)*

Cost of 4-color page: $47,050
Exposures to the average advertising page: 30,110,000

Cost of 4-color page: $41,745
Exposures to the average advertising page: 30,861,000

Cost of 4-color page: $38,720
Exposures to the average advertising page: 30,702,000

# at virtually no extra cost

## *latest Politz study*

per dollar than the average half-hour nighttime network TV program.

**The new Politz research reveals the *extra* value of a Digest advertisement. With 32,000 interviews, the study was the largest of its kind ever conducted. It can be a profitable guide for media decisions—especially when analyzed together with advertising *rates*.**

And Digest rates in '61 will actually be *lower* than in '60 for advertisers using six or more pages . . . because of the Digest's new frequency discounts of 10% to 15%.

Moreover, the Digest will continue to offer two colors and bleed space at no extra charge . . . and four colors for only 11% more than black and white.

Add to these economies the fact that the Digest reaches the largest *quality* audience that can be found . . . and the often proved fact that people have faith in—and respond to—its editorial and advertising alike. These are some of the reasons why advertisers today invest more in the average issue of the Digest than in the average issue of any other magazine.

People have faith in

Reader's Digest

***Largest magazine circulation in the U.S.***
***Over 12,000,000 copies bought monthly***

**Big Hard Core**

One of our competitors told us recently:

"Your readers with youngsters in their families are the most loyal hard core of any newspaper's circulation in New York.

"Your Mirror Youth Program holds them so tight that we just can't break them away!"

With 119 388 boys and girls participating in it in 1959, watched by 1,279,042 spectators, that's a pretty big hard core—the cream of the mass market.

**Make The Mirror a MUST!**

# KLZ of Denver... Salutes...
## A Radio-Active Business Executive

Mr. Eugene H. Adams, President of the First National Bank of Denver which is celebrating its 100th anniversary this year. Mr. Adams joined International Trust Company in 1934, and after the merger of that organization with the First National in 1958, served as Executive Vice President until elected to the Presidency in 1959.

KLZ Radio plays an important part in Mr. Adams' advertising plans. For seven years, with both International Trust and the First National Bank of Denver, Mr. Adams has chosen KLZ Radio's 6:15 p.m. Carl Akers' newscasts to further the growth of the organization he heads. Let KLZ Radio do your pre-selling in the rich Denver-Rocky Mountain Area.

MR. EUGENE ADAMS
Pres., First National Bank of Denver

**KLZ radio** 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

COUNT THE SPOTS—*Residents of St. Louis really did see spots before their eyes recently as Miss WIL Polka Dot Bikini rode around town in her polka dot convertible to promote the "Itsy Bitsy Teenie Weenie Polka Dot Bikini" contest, sponsored by WIL, St. Louis. Contestants estimated the number of dots found on the model and the convertible.*

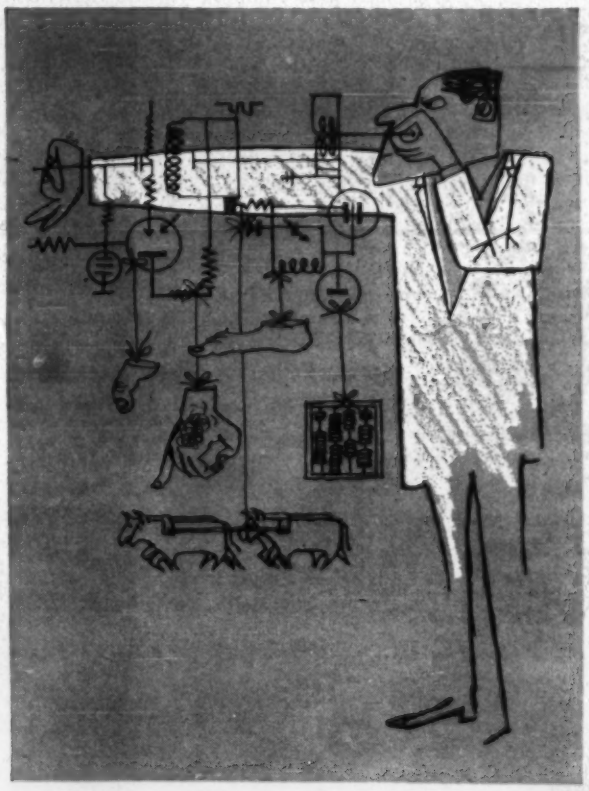
# *Through the Bureau of Standards with Three Barleycorns and a Nose Tip*

*Pinch*, the noun, used to be a unit of measure—the quantity of a commodity that could be taken between thumb and forefinger. An *inch* was the length of the terminal joint of the thumb—or the length of three barleycorns laid end to end (which, properly fermented, could be stretched to a mile). The *hand*, in case you have any tall horses to measure, is just what you think; equally prosaic is the origin of *foot*. *Yard* was the distance from nose tip to fingertips of a man's arm extended parallel to the ground; it was also a step's length, except to that breed apart, Yale men, who made it hallowed ground. An *acre* was what a yoke of oxen (and a man) could plow in a day, a *rod* four yoked oxen abreast. A *score* was a mere tally mark, an *abacus* a matter of sliding pebbles (not unlike devices encounted by men whose misspent youth included visits to the pool hall).

This was pretty subjective stuff. Today the length of a yard is precisely delineated by a metal rod kept by the Bureau of Standards. Its length is constant, regardless of whether Republican or Democratic nose tips are involved (although temperature variations can measurably change the length of a piece of metal). With reasonable accuracy we measure gross national product (in dollars that vary), the dimensions of Miss America (not measured in pinches), the amount of Grade A land in Iowa (25% of the nation's total—in rich acres), and the number of television sets in WMT-TV's coverage area (426,000) and we figure that most are working.

We segue to another measurement, a modern-day manifestation slightly larger than a man's hand that, with biblical verisimilitude, grows by statistical projection. We refer to *surveys*. Of these there are several types, varying in depth, breadth, and method. But no matter which ones for our area you subscribe to, WMT-TV leads in all time periods from 9 a.m. until sign-off in share of audience, Sunday through Saturday.

*WMT-TV. Cedar Rapids—Waterloo. CBS Television for Eastern Iowa. Affiliated with WMT Radio; KWMT Fort Dodge. National Representatives: The Katz Agency.*



sport, was published by the **Chicago Sunday Tribune** Sept. 11.

• The first of a series of **Ladies' Home Journal** outdoor posters carrying a personalized salutation to a leading agency executive appeared on station platforms in the suburban areas of New York on Sept. 2. Each morning along the commuter lines, posters will address different agency men at the New Haven and New York Central railroad stations where they board the train. The initial message read: "Good Morning, Mr. Koming. This is to remind you that "When the *Journal* speaks—Women listen'."

• The 18th annual "Composite Edition of Business & Industrial Advertising" has been published by the **Wall Street Journal.** The 142-page collection shows how 545 companies advertised to the *Journal's* business audience during the first half of 1960. Companies and their agencies are indexed by alphabetical order. The Composite is available on request from the Advertising Promotion Department, the *Wall Street Journal*, 44 Broad St., New York 4.

• General Mills used a two-color gatefold spread, inside cover spread and extra page of advertising to feature four of its products in the 1960 Nargus-*Post* "Food Store Spectacular" in the September issue of the **Nargus Bulletin.** The Nargus-*Post* promotion is the fourth annual nationwide promotion of famous brands, co-sponsored by Nargus and **The Saturday Evening Post.**

• A $1 baby savings account is being offered by **WIP,** Philadelphia, to the first 100 parents to write into the station about the new arrivals each month.

• "Portrait of the Urban Negro Household," a study illustrating the nature of the social processes going on within the economy of the urban Negro and showing the impact of these processes upon brand advertising, brand decisions and brand communication, has been published by and is available from **Johnson Publishing Co.,** Research Department, 1820 S. Michigan Ave., Chicago 16.

• **Department of New Laurels:**
Second quarter circulation for **Everywoman's Family Circle** averaged 5,317,652, a gain of 338,051 over the same period last year.
The **Times-Mirror Co.,** Los Angeles, reports revenue of $57,471,652 for the 28 weeks ended July 10, compared to $50,036,198 for the same period last year.
**The Contractor** carried 647 advertising pages during the first nine months of 1960, a 24.2% gain over the 529 pages carried during the same period in 1959. #

### *Brown Rejoins Schwab, Beatty*

Don Brown, mail-order consultant, has rejoined Schwab, Beatty & Porter, New York, as a copywriter.

"We seem to be preparing, not to retaliate,
but to obliterate," says Maj. Gen. John B. Medaris,
former Army missile chief, as he analyzes
U.S. military policy in the current LOOK.
Writing boldly, candidly, with complete freedom
in his first article as a civilian, he urges us to:
"End the numbers racket of excessive ICBM's."
"Begin production of *antimissile* missiles."
"Cut away nine-tenths of Pentagon bureaucracy."
We must act, he says, to attain what we do *not* have:
"the world's most efficient military establishment."
From the mind and heart of a man who knows his subject
because he *lived* it comes an exclusive, authoritative
report...in LOOK, *the exciting story of people.*

**LOOK**

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

From "HOW TO RESCUE OUR DEFENSE EFFORT"
by Maj. Gen. John B. Medaris, in the Sept. 27, 1960, LOOK

CONVERSATION PIECES FOR PRODUCTION PEOPLE

Powderless etching for screen deepening in copper originals takes its place among the most important developments in the high achievement of letterpress reproduction.

It is ineffective, however, if the initial photographic steps of density controls, masking and screened negatives are not governed by the exacting requirements of this revolutionary etching technique.

number 3

HM HUTCHINGS & MELVILLE, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13

Expert pre-correction in correlation with powderless etching of copper originals

FOR THE KIDS—*Sweets Co. of America, Hoboken, N. J., has launched a national outdoor campaign to introduce its new Tootsie Roll ice cream bar. The agency is Henry Eisen Advertising, New York.*

### *Bates Names Calley VP; Moves Hollywood Office*

John N. Calley, director of new program development of Ted Bates & Co., New York, has been named a vp.

Bates has moved its Hollywood office to larger quarters at 8530 Wilshire Blvd.

## FTC Charges Three Rug Shampoo Makers Advertised Falsely

WASHINGTON, Sept. 13—Three makers of rug cleaning shampoos have been called on the carpet by the Federal Trade Commission.

The three—Glamorene Inc., Clifton, N. J.; Bissell Inc., Grand Rapids, Mich.; and Glamour Products Inc., Syracuse, N.Y.—were charged with falsely advertising that their shampoos are as effective in cleaning rugs and carpets as professional cleaners. Also, the FTC complaint alleged, the companies had misrepresented that their products will clean upholstery by spreading the shampoo over the upholstery and letting it dry.

■ The claims were advertised over radio and tv and in newspapers and magazines. A typical ad, according to FTC, stated: "Now! shampoo your rugs with professional results . . . No stooping or scrubbing!"

In the Bissell complaint the FTC also levied four other charges. The company, according to FTC, misrepresented that its product, Shampoomaster, will remove every kind of stain that professional cleaners will remove; will give rugs professional-type cleaning for one-tenth the cost; will dry clean rugs; and will clean a rug twice as clean as any other rug shampoo. #

### *'Amateur Hour' Moves to CBS; NBC, ABC Add Sponsors*

J. B. Williams Co., New York, which has sponsored Ted Mack's "Original Amateur Hour" for some time, has arranged to move the show from Monday, 10:30 p.m., EDT, on ABC-TV to Sunday, 5 p.m., on CBS-TV, effective Oct. 2. One of tv's oldest shows, "Amateur Hour" ran on CBS Sunday at 5:30 a few years ago. Parkson Advertising Agency handles J. B. Williams Co.

Among new orders at the networks, Brown & Williamson Tobacco Corp. (Keyes, Madden & Jones) has bought participations in NBC-TV's "Outlaws," "Riverboat" and "Dan Raven." At ABC-TV, Brillo Mfg. Co. (J. Walter Thompson Co.) and Luden's Inc. (J. M. Mathes Inc.) have ordered participations in "The Islanders."

### *Bolling Promotes Miller; Four Others Appointed*

Arthur J. Miller Jr., previously a salesman with Bolling Co., New York, radio-tv station representative, has been promoted to sales manager of the radio division. He replaced Lloyd Raskopf, who resigned to join Crosley Broadcasting Corp. as a tv account executive.

Bolling also promoted Norma Walsh of its Boston staff to manager of that office. In New York, Bolling has added salesman Henry Gulick, formerly with the New York Subways Advertising Co.; Dan O'Neill, previously with Warwick & Legler, and Jerry Warren, formerly with the Bartell Family Radio Group.

FORT LAUDERDALE IS THE NATION'S FASTEST GROWING STANDARD METROPOLITAN AREA!

This July the U. S. Department of Commerce officially disclosed that Fort Lauderdale-Hollywood, (Fla.) is the fastest growing standard Statistical Metropolitan Area in the country.

*What a market!*

The 1960 census reveals a current population of 329,406 for the Broward County Fort Lauderdale-Hollywood area.

*What growth!*

This is a 293% increase in population racked up during the last 10 years.

For details on this big, bustling new market and its prosperous buyers, contact the newspaper that gives you 50% more circulation* in Broward County and 147% more circulation* in Fort Lauderdale than any other newspaper.

*Florida's No. 1 Evening Newspaper in total advertising!*

FORT LAUDERDALE NEWS

*Audit Bureau of Circulations Period ending March 31, 1960
Fort Lauderdale, Florida

National representatives: Ward-Griffith Company, Inc., and in Florida by Publishers' Representative of Florida, Jacksonville.

# Charlie...

Old Chief Posey was still a renegade Indian north of the Grand Canyon when C. E. "Charlie" Gillham first went to work as a government hunter for the old Biological Survey in Arizona. It was there, under the tutelage of the famous trapper Bill Casto, that Charlie gunned his first coyote and lobo as a rank greenhorn. The year was 1923. Since then, whether it be locating the nesting grounds of the Ross Snow Goose, operating as a Mississippi Flyway Biologist, or eating boiled fish heads with Eskimos in the Yukon, Charlie has been a man on the go.

Most of these days Charlie is on the go for Field & Stream. As Southwest Editor, headquartered in Sedona, Arizona, he, along with fifteen other world-ranging editors, provides Field & Stream with the most comprehensive, authoritative editorial coverage in the business.

Since Field & Streamers are doers, not dreamers, the editorial accent is on GO. By car, airplane, boat, mule pack and canoe, 1,100,000-plus Field & Streamers travel an average of over 6,000 miles each, annually, on fishing and camping and hunting trips. That's why Field & Stream ranks fourth among *all* magazines in Resort Promotion advertising, first among sportsmen's magazines.

This prime market of doers can be your key to marketing success. For the 50th consecutive year, more advertisers are using more space in Field & Stream than in any other sportsman's magazine . . . because its readers have always been notable doers, and spenders.

**Field & Stream**

*America's Number One Sportsmen's Magazine*

"14 TESTED WAYS TO BUILD SALES AND CUT SALES COST"

1 Get your product into original specifications.
2 Build a cream prospect list for salesmen.
3 Save salesmen's time for selling.
4 Close orders before competition develops.
5 Make your sales story easy to grasp and remember.
6 Reach key buying influences with your story.
7 Inject your product into more buying conversations.
8 Lead dealer salesmen to favor your product.
9 Be recommended by salesmen selling related products.
10 Funnel demand to standard sizes and styles.
11 Sell related equipment with primary purchase.
12 Make it easy for prospects to sell themselves.
13 Inspire confidence in your salesmen.
14 Keep your product sold by assuring proper use.

*All of these things can be done by a single Perrygraf Slide-Chart. Thousands can be put to work for the price of a trade paper advertisement. Complete design and manufacture will be done for you by Perrygraf Corporation.* SEND FOR FREE BOOKLET TODAY.

product facts at the fingertips
150-J S. Barrington Ave., Los Angeles 49, California
1500-J Madison St., Maywood, Illinois
PERRYGRAF slide-charts

## Politicos Love TV, 'TV Guide' Reports

RADNOR, PA., Sept. 13—Next to shaking constituents' hands and kissing babies, politicians vote for television as the most effective tool in their campaigns.

This fact will be pointed out in an article in the Sept. 17 *TV Guide*, based on a survey made by the magazine among members of the Senate and the House of Representatives. Of these respondents, 28% named tv as the most effective medium in their most recent campaign. Television was second only to personal appearances, which were ranked as the best campaign technique by 44%. The vote for other media was as follows: Direct mail, 9%; newspaper ads, 7%; handbills, 4%; outdoor, 4%; radio, 3%; others, 1%.

One of the strongest votes for television came from the Senate minority leader, Everett Dirksen (R., Ill.), who said, "I don't believe there is the slightest doubt any more in anybody's mind—be he politician or not—that the instrumentality of television today is the greatest single force for conveying a message to, or securing a hearing with, the electorate."

■ Among some of the other proponents for tv in campaigning Sen. Thruston B. Morton (R., Ky.), chairman of the Republican National Committee, said, "Television is changing politics. With tv making it possible for candidates to reach the voters in quiet, thinking moments at home, a man who is reasonably articulate in good person-to-person conversation can be a successful politician without any talent in verbose oratory and 'platform' speaking."

Said one convention keynoter, Rep. Walter H. Judd (R., Minn.), "I got more response and comments on my scheduled television appearances than from all other campaign techniques I used, even though these other techniques took infinitely more time and effort."

Sen. William Proxmire (D., Wis.) commented, "There is just no substitute for the magic of television. Impact and efficiency—how can they be beat?"

■ The *TV Guide* survey indicated that among the congressmen seeking re-election 29% expected to step up their use of tv, while 63% thought they would use about the same amount as in their last campaigns, and 8% expected to use less.

The straight speech was voted the least effective tv political program by 50% of the respondents, but candidates from the south like this old-fashioned technique. Neither Republicans nor Democrats recommend the open debate form, except for Presidential candidates, but both groups said they would welcome a chance to share the same programs with their opponents for successive addresses. The interview show was selected by 45% of the politicians as the most valuable tv form for them.

Five-minute segments were selected as the most effective length by 42% of the congressmen. Among the remainder, 27% chose 10- to 20-second spots, 23% named 15-minute programs and 8% chose half-hour shows. #

WANT A QUARTER?—*Old London Foods Inc. will use this page in the October Good Housekeeping—plus participations on four tv programs—to offer consumers a 25¢ refund for mailing a box front from a package of Old London melba toast. Tv advertising will run on ABC's "Beat the Clock," "Who Do You Trust?" "Day in Court" and "Love that Bob." Richard K. Manoff Inc., New York, is the agency.*

### *Rowland Names Kupper*

Rowland Products, Kensington, Conn., maker of plastics for the optical trade, has switched its account from Wilson, Haight, Welch & Grover, Hartford, to Arnold Kupper Advertising, Hartford.

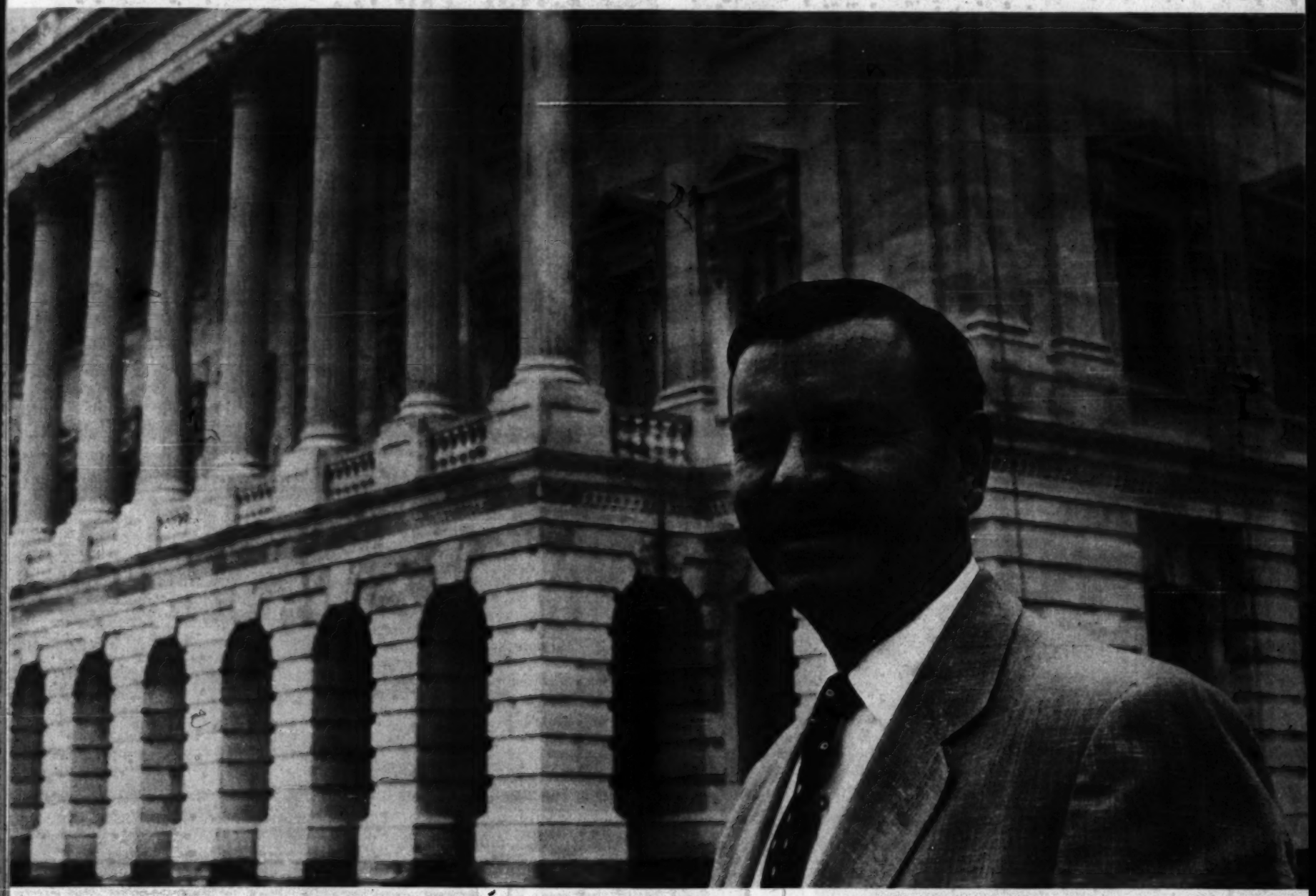
*"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"*

LOOK AT THE HUNTINGTON-CHARLESTON MARKET—and you see a *Dynamic Circle* that cuts across 4 states, embraces 68 counties of concentrated industrial might and bulging payrolls. Here, in the "American Ruhr" region of the great Ohio Valley, live more than 2 million industrious people with $4 billion to spend annually. WSAZ-TV is the only single medium that [illegible] the 440,000 TV homes in this tremendously important market. For WSAZ-TV's power and programming *created* the market. Chances are it's high on your must-buy list. Better make sure. A Katz Agency man would welcome a chance to tell you more.

WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

# Why are so many important people reading Nation's Business?

*(Senators, for example)*



**Senator Herman E. Talmadge** (*Dem., Georgia*) *—brought the* NATION'S BUSINESS *article, "Right to Speak Prevents Tyranny by Majority," to the official attention of his colleagues by having it reprinted in the Congressional Record.*

* * *

Balance of information and opinion is as important to legislators as it is to businessmen —and it's also an important characteristic of NATION'S BUSINESS. Senator Talmadge—and many other congressmen—find NATION'S BUSINESS a source of reasoned, temperate, sometimes almost judicial opinion on important issues of the day.

Businessmen, too, appreciate its objectivity in the handling of events in Washington and the world that affect the course of business. Each month, some 750,000 presidents, owners, partners and other top executives in more than 500,000 business firms across the country turn to its pages for a useful look ahead at issues, developments and legislation that will shape the business future.

This background of objective, useful information for businessmen is one reason why NATION'S BUSINESS is 14% ahead of last year in advertising pages.* It's also one reason why advertising in NATION'S BUSINESS can build a favorable corporate image for your company . . . create acceptance for its products . . . announce new policies . . . or produce leads and make direct sales calls on more of the nation's businessmen than you can reach with any other management magazine.

**First 7 months.*

**Nation's Business**

HOW TO WIN AN ELECTION

**YOU ADVERTISE IN NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS**

ADVERTISING HEADQUARTERS,
711 THIRD AVENUE, NEW YORK 17, N. Y.

*NEWS!*

# NO INCREASE IN RATES FOR FIRST HALF '61

Parade circulation is increasing substantially (884,000 in the last year). An important part of this increase has been achieved by Parade distributing newspapers without expensive promotions to force the growth.

This is not true of most general magazines. Reluctant subscribers are forced to order, by ever gaudier deckle-edged, gilt-lined, cut-rate, pay-later offers by air mail and telephone.

The advertiser pays the bill. Many publications are raising rates, not only for increased circulation, but also for added costs.

But, as a result of operating efficiency, Parade has avoided raising basic charges, both to distributing newspapers and to advertisers—despite rising costs for an improved product.

In fact, throughout the last half of 1960, Parade is delivering its new high in circulation at a cost-per-thousand *lower* than was charged during the last half of 1959.

Parade continues to hold the line. Current advertising rates (card #36) will remain in effect through July 2, 1961 with rates *guaranteed*.

Based on past performance, it is expected that additional newspapers will begin distributing Parade during the next six to nine months. The circulation of such newspapers will be delivered as *bonus* through July 2, 1961.

No need to wait or wonder about 1961 rates. Place firm first-half orders now without fear of rate change.

**PARADE**

*The Magazine Section of 65 Leading Sunday Newspapers*

*Advertising Age*

# Feature Section

***Stebbins Favors Fewer Sacred Cows***

***C. M. Questions Some Logic***

***Test Your Facts with Leber's Quiz***

***Better TV Commercial Research Needed***

*Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.*

THE NATIONAL NEWSPAPER OF MARKETING

***Brave Bulls and Sacred Cows . . .***

# *'Don't Be Bludgeoned by Committees,' Stebbins Urges, in Plea for Freedom in Creative Function*

***A creative renaissance in advertising—and Hal Stebbins sees evidence that there is one—calls for more brave bulls who know their way around the china shops, and fewer sacred cows to block their path. In his speech at the Creative Workshop sponsored by Advertising Age, reproduced here in full, Mr. Stebbins maintains there can be—and is—advertising that is fresh and daring and exciting and still makes sales sense.***

**By Hal Stebbins**
**President, Hal Stebbins Inc.**
**Los Angeles**

Today, when there is so much competition for the same segment of the same dollar—so much competition for the eye and ear of the consumer—so much clamor for truth and taste in advertising, why do so many real ideas lie stiff and cold in advertising's dead house?

Hal Stebbins

Is it because we have a scarcity of brave bulls? Or because we have too many sacred cows?

Some bright soul, hired when the comptroller wasn't looking, turns out something that he should because no one has told him that he shouldn't. It is good. It is fresh. It is virile. It has the ring of sincerity. It uses a surprise gimmick: the truth. And it is written without benefit of clergy or committee. (I once defined "committee" as "a group of men afraid of an idea." That definition still stands.)

What happens?

The surgical team moves in. One amputates. One emasculates. One enucleates. One eviscerates. The result is not a campaign but a cadaver.

■ When will advertisers (and the agencies that serve them) learn to quit pawing copy to death? When will they learn we are dealing not alone with the wonder of *words* but with the wonder of *people* and the throbbing world in which these people live? When will they learn that, while you can edit *copy*, you can't edit the *mind* that produces it?

You can discipline diction but you can't regiment men. And how can you compose a score that moves people when there is no fresh, bounding pulse—just the measured tick-tock of a mental metronome?

Yes, this is a speech in behalf of freedom of speech.

You hear people say that what we need in advertising today are "angry young men." That points the adrenals in the right direction, but I don't think this quite defines it. We need seasoned young men who are generated by healthy discontent; who are not satisfied with witless wit and brittle brilliance; young men eager to release what Browning (in his "Paracelsus") calls "imprisoned splendor."

■ In his "Lives of the Painters" Vasari tells how eating interfered with his work. So he took to living entirely on hard-boiled eggs. What this did to his cholesterol level we will never know. But we do know he cooked 100 eggs at a time and kept a basketfull at his easel.

That is one way to simplify the pursuit of beauty—and also the pursuit of advertising copy. But this business doesn't need more eggheads. It needs more heads that do not thrive on predigested diets and formulas; whose mental menus are always *a la carte* and never *table d'hote;* who go in for individual brain-cudgeling rather than collective brain-storming.

We need young men who are smart enough not to laugh at something tried and true, but original enough to devise new ways to project that truth—to give it new magic and color and imagery. And, above all, *to present the unexpected and still make sense.*

### *The Smart and Smart Aleck*

Anyone can start out in left field and stay there. The problem is to flag the eye of the guy in the bleachers and still wind up at home plate. For example:

When my friend David Ogilvy uses a man with an eye patch to focus on Hathaway shirts, that is an obvious attention-device. But the fact remains there *are* people in real life who wear eye patches. In similar fashion, when he uses Commander Whitehead to sell Schweppes quinine water, it would not be too difficult to find men, even in crew-cut America, to match his follicular foliage. But you would hardly find what Jose Cuervo tequila asks our eyes to believe: Three oddly assorted gents in white-ties-and-tails—in full Emily Post regalia down to the boutonniere—drinking "a toast to Margarita" while their red shoes hug a brass rail.

It is the difference between *intrinsic* and *extrinsic* sensation. One is a cultural outgrowth of the product or story behind it. It belongs. The other is literally dragged in by its feet—just to get attention. One is smart. The other is smart aleck.

■ As our field glasses today sweep the current scene, we might—with righteous resignation—say that advertising, like West Virginia, is "a darn good state for the shape it's in."

But the hard core of truth is this: Our advertising economy is no different from our physiologic economy. If your little finger is sick, your whole body is sick. And a good deal of this advertising sickness starts at the top. Top management isn't infallible. If it were, there would not be so much mismanagement of advertising.

As a result, many campaigns hailed as great successes today achieve their ends only through physical and fiscal momentum. Their schedules are thick but their themes are thin. They are rich in linage but poor in image. True, they have shock. They have power. They have what martial men at the Pentagon call "massive retaliation." But they don't hit home because the human equation always transcends the mathematical. They lack authority and conviction.

I recall Alex Woollcott telling about a luncheon where his friend Chesterton discussed for hours the relationship between power and authority. Said the massive G.K.: "If a rhinoceros were to enter this restaurant now, there is no denying he would have great *power* here. But I should be the first to rise and assure him that he had no *authority* whatever."

You do not fall heir to the voice of authority through bonanza budgets or through commanding space and lavish art. You have to *earn* it through creative spark and sustained sincerity. And you get it by turning over all the salient facts to competent craftsmen—*and then leaving them alone.* For only in that way will they have the courage to question and the

**A Featured Presentation**
**From the Third Annual**
**Summer Workshop on Creativity in Advertising**
**Sponsored by Advertising Age**

boldness to grow. And as you well know, "the formula for failure is to try to please everybody."

We must remember, too, that in addition to the bare-faced lie and the half-truth in advertising, we have to contend with a sister sin: *bad taste.* Many who are guilty of bad taste—of fast-buck-and-bait copy—are fully aware of what they are doing. Down deep they think they are smarter than you are. Actually they are conceited asses. Or, possibly, in an increasingly impossible world, they are unwitting allies of an odd Russian sect Paul Tabori talks about in his anything-but-stupid book: "The Natural Science of Stupidity." This sect, known as *Chisleniki* (our fiery friend Nikita would give it the right Russian roll), is taught: "Men must be saved from sin. But if they do not sin, they cannot be saved. Therefore sin is the first step on the road to salvation."

The moral, obviously, is to try anything until you *can't* get away with it. Then try something else.

I look forward to the day (and it may not be far away) when every advertising agency of stature will have on its payroll a seasoned individual with a panoramic mind and a passion for anonymity; someone who will work not for the agency, not for the client, but for the *ultimate consumer*—who, in the final sense, is the *only boss* we have. It will be the function of this agency observer to view the finished product with clinical detachment and objectivity; to assay its honesty and assess its integrity; to forget who wrote the copy and who did the art; to disassociate his appraisal from any "inside information" he may have on marketing strategy; to look with cold eye and listen with indifferent ear. In short: *to begin at the end*—which is precisely what the reader or viewer does.

■ Not too many weeks ago Sid Bernstein of Advertising Age went down for the third time and came up with this: "We are drowning in a sea of advertising, with which we are physically unable to cope. And the result is less effective advertising. The average American is exposed to 1,500 advertising messages every day—and there's no end in sight."

Everyone agrees on the malady. Few agree on the remedy. Many feel it is research—and more research. I'm afraid I do not concur.

In a long-ago Copy Capsule I said, "Facts First—you've got to know before you go." But what counts in the finals is what you *do* with these facts. How do you couple the moment of truth with the moment of drama? How do you cross the moat to people's lives—and tie your story to their hopes and fears, their joys and tears? How do you get them to listen, not because *you* want them to listen, but because *they* want to listen? How do you persuade them that what you offer means more to them than the money it costs? In short: How do you move products by moving people?

Through research? Through logic and logarithms? Through charts and graphs? Hardly.

### *Learn When to Throw Away the Book*

From a creative standpoint—and that is what I am talking about today—research is a guide, not a god; a thermometer, not a physician. People who can tell you with pregnant finality what is going on in other people's minds are easily susceptible to miscarriage. So

there's nothing like having a good salt shaker handy when research is offered as the main fare of the day. It should be used sparingly with a generous admixture of horse sense. It is condiment, not nutriment. It may supply clues and cues to creativity, and sometimes a check list on results. But one head on fire with insight and imagination, coupled with a healthy respect for facts, can outwit and outweigh ten tomes of cold research.

I'm sure you've heard the old analogy of the drunk who uses a lamppost for support rather than illumination. That applies with equal force to many executives—inside advertising and out—who have become chronic addicts of research. There is something in knowing when to throw the book away.

Moreover, some of those schooled and skilled in research are frank to admit there are times when it is, at best, a pseudo-science. They themselves get lost in the cerebral weeds—to the point where they don't know the difference between phycology and psychology.

■ If today there is a genuine creative renaissance in advertising—and I sincerely feel there is—it is due to the tempo and temper of the times—to invention born of desperation—to the revolt against the sinister sameness, the pat and pretty, the trite and tired, in advertising. And it's due to the increasing clamor for the public eye and ear and the decreasing span of attention. It is a mad race not only for money but for time—time to look and listen, to read and heed.

What's more, our world, as mirrored in the daily press, is a world of chronic crisis. Since we are human, our personal problems inevitably loom large—to us. But in an atomic world they are, at best, tremendous trifles. So if your advertising hasn't instant impact, if it doesn't at once communicate and connect, if there isn't a wholly different feel and look about it, what chance has it of breaking through this formidable barrier? What chance of survival, let alone success?

All the diligent research, all the marketing strategy, all the well-intentioned plans boards, all the statistical science in the world, can't supply the answer. For the answer lies in the heart of man: the art of persuasion.

■ I can teach almost any fool how to write. But I can't teach him how to think, how to feel, how to make people behave the way we want them to. "Feeling," observed the late, great art critic Bernard Berenson, "is the only criterion." That applies with equal felicity to the art of persuasion.

And please remember I said *persuasion*, not *coercion*. You can knock a man down and still be a gentleman. Or you can knock him on the head until he is dead.

That is why many top-tier creative men do not allow themselves to be bludgeoned by committees who point to hard-and-fast rules. They do not laugh at the work of earnest and dispassionate men on the other side of the desk, but they do not accept as sacred and inviolate every finding handed down. Bitter experience has taught that a deduction may be a quick way of arriving at the wrong conclusion. The best-laid plans of Madison Ave. and Michigan Ave. often fail to register at the register.

That is why, too, the creative mind should not allow what happens today to blight its spirit; to blunt its edge; to dwarf, defeat or disappoint. A sound idea has a lusty way of being reborn—and surviving.

### *'Competent Craftsmen' Defined*

This is just as good a place as any to hammer home some all-important points:

• When I talk about competent craftsmen I'm talking about admen who know the *whole score*; who pay homage to neither "hard sell" nor "soft sell" but to "smart sell"; who make sure the treatment fits the diagnosis and not the reverse.

• I'm talking about real pros who don't play to the gallery; who don't produce advertising with one eye on high Starch and another on high honors at the next art directors' show.

• I'm talking about men who know when no art is smart and no text is smarter; who don't think in terms of the individual pieces but of the finished production; who appreciate there's only one act in this drama and that is Act One.

• I'm talking about advertising that is fresh and daring and exciting and still makes sales sense. And please don't tell me you can't have both, because you can.

• I'm talking about advertising that has warmth and welcome in its very look; that has something to say and says it; and that isn't ashamed to dispense information people want if they want the product or service at all.

I concede without debate that the man who can say things *without* saying them is a great copywriter. But you can carry the art of omission too far. A good deal of our advertising today is like a good deal of our political oratory: It substitutes exclamation for explanation. It is painfully devoid of information. It is neither salesmanship nor showmanship in print. It is just show-off-manship.

■ The big problem, of course, is to achieve not only attention but the *right kind* of attention. How do you do it? Through tricks and gimmicks? Through bare-bosomed babes? Through goofy gags? Through pop-eyed characters and cock-eyed exclamation points? No. You do it by putting quiet thunder into what you say.

Every seasoned creative man knows this. Moreover, he knows that within him is a psychic censor—*an honest enemy*—who points out the faults of his work *before* he consigns it to ink or ether. He knows nothing is healthier than to commit mayhem on his own copy with his own hand. He remembers Sir Arthur Quiller-Couch's sage advice: "Murder your darlings!" He concentrates; he creates; he amputates. But the point is, *he does it himself!* And since the client supplies the necessary ingredient of *cash*, he supplies the priceless ingredient of *courage*.

■ The creative process is a dual process: You *build up* by imagination, you *tear down* by analysis. But today, with such a vast outpouring of advertising on many fronts, it is not enough to *synthesize* and *simplify*. You must also *edify*. Or, as my brilliant friend Bea Adams puts it—with feminine finality—*"Surprise me!"*

You can be romantic and still be realistic. You can be solid without being stolid. You can be salty and still be serious. You can be different without being daffy. Your copy can be reason-why and still not be dry. For, you can let your head run gypsy-wild—just so long as you keep your feet on solid ground.

The art of persuasion is an art at once simple and complex. Its precepts are not to be found in a hidebound book of laws but in an unwritten book of the humanities. It is the art of self-effacement. Or, to put it another way, it is a case of inclusion without intrusion. You're always the little guy who isn't there. The thing you're selling is always the hero.

■ When you sum it up and simmer it down, we can look forward to a real creative renaissance in advertising only if the powers-that-be let go. If they insist on muddying the track they'll wind up with plugs, not sparks; with plodders, not plotters.

More and more, as self-service comes into play, as advertising becomes the total sales force for many products, the creative mechanism becomes the most important mechanism. Everything else is an accessory. For that is the only thing that makes your advertising outstanding. And if your advertising today does not stand out, it doesn't stand a chance. Business no longer can afford the luxury of mediocrity.

Nor can business afford the luxury of having the boss, his family, his secretaries, his pals at the country club, decide what is good for the advertising soul of his company. Or for its balance sheet. It is a truism to say that the man who pays for the space is not the man who makes that space pay. And, since I'm in a charitable mood, I'll go farther: Often the man who foots the bill is the poorest judge of what it takes to fill the till.

Budget permitting, a dozen people may sit in, plan, suggest. But, when the chips are down, if copy is to have the ring of truth and the swing of conviction, it must be produced by a committee of one.

I have said it countless times—and I say it again: Copy isn't all there is to *advertising* but it's all there is to an *advertisement*. And when I say "copy" I mean *everything* that goes into the space or time you buy, including what is left out.

It is easy to play it safe; to copy-cat; to figure what has clicked before will click again. It is not so easy to be at once safe and seductive. Yet advertising today, if it is to earn its salt, must be alive and alert to the changing pattern of our times. It must reflect more daring, more courage, more spark and spirit. And it must mesh with the daily lives of the people with whom it communicates.

So let's have more brave bulls who know their way around creative china shops—and fewer sacred cows to block their path. Let's give advertising a chance to show what it can do on its own—unbound by time-tattered theory; unfettered by formula; uncowed by committees. #

***The Creative Man's Corner . . .***

## Fighting Tobacco with Tobacco

We are constantly amazed at the assumption made all too frequently by the advertising mind: that it can construct a sophism so plausible that everybody will be taken in by it.

Here, for example, is an ad for a cigaret with an "all-tobacco filter—for

that all-tobacco taste." The "all-tobacco filter" is claimed never to "dull" the taste as "artificial" filters do. The tobacco in the "all-tobacco filter," we are told, is cut "filter-fine," but we are never told exactly what this means.

Nowhere do we see any evidence that tobacco absorbs tars more effectively than processed cellulose used in filters generally. But, aside from that, we find it difficult to believe that a cigaret with an "all-tobacco filter" is any different from a cigaret that is all tobacco, *without* a filter. Who's trying to kid whom? Was this cigaret developed because its manufacturer—or his laboratory technicians—actually discovered that tobacco filters better than currently employed cellulose filters? Or did the "all-tobacco filter" start as a sales gimmick? For how different, really, is the tar filtration in this cigaret from a plain king-size or regular cigaret?

Another thing puzzles us. If this "all-tobacco" flavor lets through more flavor than regular filters, how come it never "dulls" the taste as "artificial" filters do? Or doesn't the copywriter expect us to question his "logic"? #

# There's no biz like competitive show biz:

**ABC FIRST** in rating, share of audience for last three Nielsen Reports, (weeks ending Aug. 14, 21, 28) covering 24 Markets where all three networks have equal facilities—and offer viewers a clear, 3-way choice. (On the last two of these reports ABC led 4 nights out of 7.)

**ABC FIRST** in rating, share of audience for first three 50-Market expanded Nielsen Reports (weeks ending July 3, 10, 24.*) Here again, all three networks compete on equal facility basis.

**THE FRONT-RUNNING COMPETITIVE SHOW BIZ PROGRAMMING** responsible for this track record will be further strengthened come Fall by the entry of, among others, THE ISLANDERS (Sun. 9:30-10:30 PM)...HONG KONG (Wed. 7:30-8:30 PM)...THE LAW & MR. JONES (Fri. 10:30-11 PM)...THE ROARING 20's (Sat. 7:30-8:30 PM)...odds-on favorites all.

**ABC TELEVISION** abc

*SOURCE: NIELSEN 24 + 50 MARKET REPORTS 8 TO 10:30 P.M., MON.-SUN. (WEEK ENDING JULY 17 OMITTED BECAUSE OF CONVENTION TAKEOVER)

*On the Merchandising Front . . .*

# Check Your Volume in Department Store Branches

**By E. B. Weiss**

Within five years, most major department stores will be achieving a larger volume in their total of branch units than in the main downtown store.

At this very moment, this very situation is true of some major department stores, and the number to which it applies is increasing rapidly. As a matter of fact, some of the newest branches of some department stores are, individually, just about as large as the main store (or larger) so that, in at least a few instances, just one branch is turning in a volume that challenges the volume done by the old downtown unit.

E. B. Weiss

Yet it is a fact that some manufacturers have little more than a foggy notion of the role currently played by department store branches in the manufacturer's total volume with a department store. (One reason, of course, is that orders may come from the buyer at the main store and may also be shipped to the main store or main-store warehouse.)

■ Several manufacturers who have checked their position in the branch units of department stores have come up with interesting (and sometimes disturbing) findings. One manufacturer, noting that a large department store chain reported that 40% of its volume now comes from its branch units (and that the branches were doing a higher percentage of volume in this classification than the downtown unit), was disturbed to find that his volume with the branches of this store did not match these estimates.

Further study disclosed that this company's salesmen rarely visited this store's branches. In general, there was little contact, or communication, or planning between the manufacturer and the store branches—even within permissible limits.

The department store branch—as is true in all chain retailing—is being given greater autonomy. With branches now occupying from 100,000 to over 200,000 sq. ft. of selling space, operation by remote control is clearly impossible. The branch manager and his staff are operating with vastly enlarged areas of responsibility—and this includes both a voice in the buying decision and, more and more, the actual buying.

In addition, the branch staff will determine shelf allocation, shelf position, branch unit promotions, etc. The full scope of authority given to the branch staff will, of course, vary by department store—and it will even vary as between the various branches of a single department store chain. But there is no question that the broad trend is toward considerably greater autonomy for the branch unit of department stores.

■ It follows that many manufacturers will find it advisable to develop new lines of communication between their offices and the branch units of department stores. This may necessitate changes in the sales organization that will permit more frequent (and more informed) calls by salesmen on the branches. It may also make necessary more attention to the special inventory requirements of the branches (merchandise movement of a line at the main store and in the branches usually varies considerably), to the special fixturing requirements of the branches (these are newer stores with heavy emphasis on luxurious decor), to the special promotional events of the branches (these may differ both in concept and in timing from events at the main store).

All of this appears fearfully obvious. And it is. Yet the fact remains that, although the department store branch has now fully emerged as a large and new form of retailing, remarkably few manufacturers selling to and through department stores have realigned their total marketing procedures to keep step with the present-day requirements and opportunities of the department store branch. #

*Employe Communications . . .*

# Plea for the Light Touch in Publications

**By Robert Newcomb and Marg Sammons**

*(Mr. and Mrs. Newcomb operate their own organization in employe relations.)*

There are more champions of the joke page in the corporate press than the authors of this department were aware. Since applauding one of the publications of the Bell System (AA, Aug. 8, '60), fellow-communicators around the country have indicated their approval of a little humor in the formidable forests of company journalism.

Another telephone company publication earned several plaudits. The "News" is a substantial monthly magazine, 40 pages and cover, published by Indiana Bell Telephone Co. in Indianapolis. It does a forthright job of reporting the activities of the company and its employes but, in the view of some communicators, one of its particular claims to fame is a page of jokes appearing on the inside back cover. One invitation to read this department was accompanied by marked samples and the suggestion that "you might like to print a few of these jokes, just to show what Hoosiers laugh at."

Space restrictions in this AA feature section are such that we can't pass on more than miniscule sampling, but in any event, here it is: "One of the quickest ways to meet new people is to pick up the wrong ball on a golf course." . . . "Never trust your wife's judgment: Look who she married." . . . "You learn more as you get older, but by then it's not important." And this one, presumably for the female telephone company worker: "Housework is something you do that nobody notices until you don't do it."

The Indiana Bell jokesmith at one point observes: "Every baseball team could use a man who plays every position superbly, never strikes out and never makes an error. Actually, every team has plenty of men like that but there's no way to make 'em lay down those hot dogs and come out of the grandstand."

At least a dozen examples of humor have rolled in recently, several of them acceptable specimens of good humor in the editorial page of the company publication. It has been fairly standard practice in the company press for many years for the editorial column to be devoted to a single theme in each issue. The theme normally has been non-controversial and the treatment heavy. (Areas of emphasis: Don't be an absentee; don't play with fire; drive carefully; get in there and pitch for free enterprise.)

The sober editorial is still very much with us, but editors seem to be using two and three editorials in a column for a change; one straight-faced but the oth-

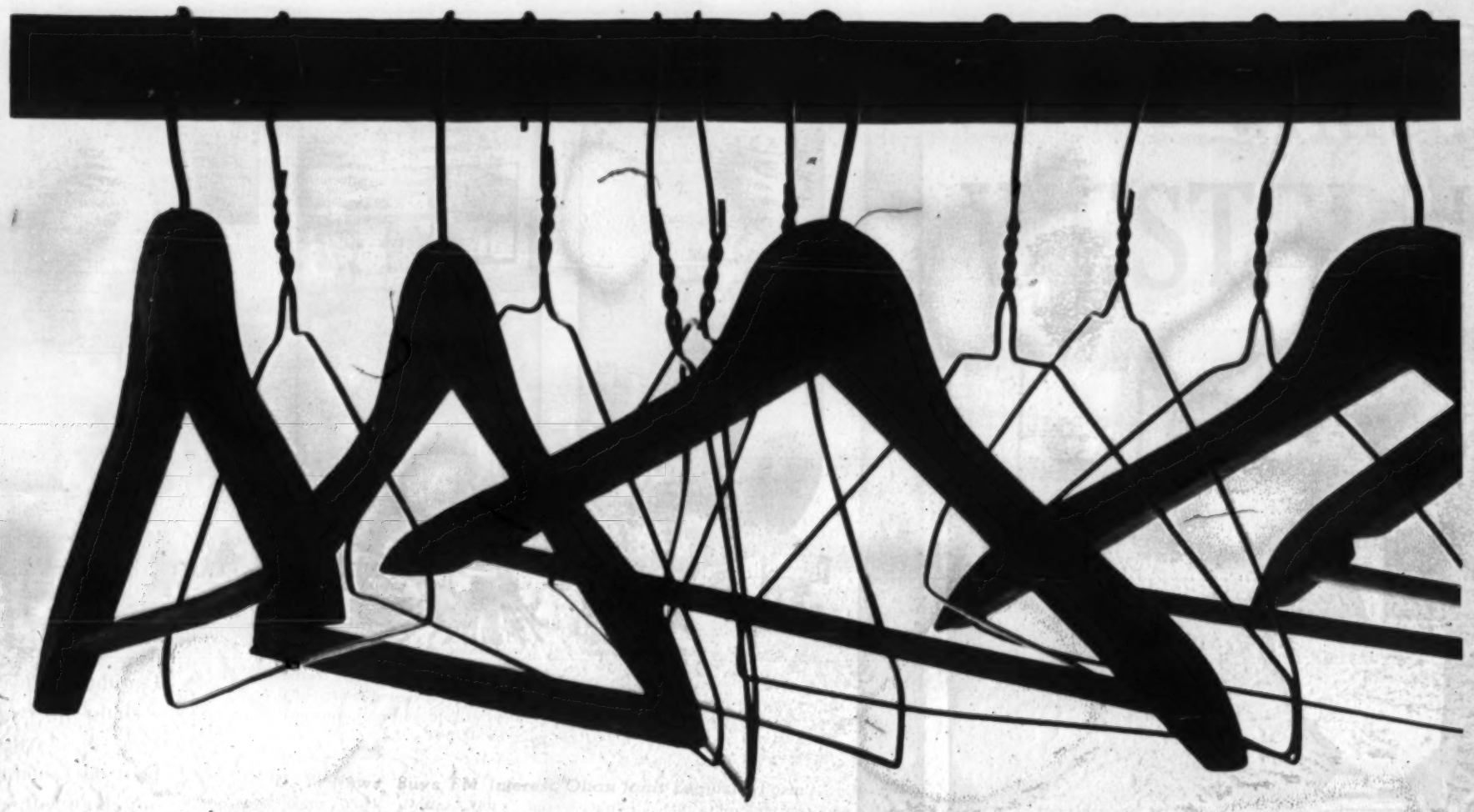
# BIZ QUIZ

Lester Leber

*Compiled by Lester Leber*

How much do you know or how good are you at guessing? Answers on Page 122.

1. Federal Communications Commission has announced that ultimate responsibility for broadcast advertising rests with
   (A) Advertisers (B) Agencies (C) Stations
2. Television Code of National Assn. of Broadcasters states that "subliminal perception" is
   (A) An effective technique
   (B) Worthy of further study
   (C) Not permitted
3. 88% of all homes in U. S. now have tv sets. Ten years ago the figure was
   (A) 2% (B) 12% (C) 22%
4. Simultaneous early-morning publishing of The New York Times in the U.S.A. and Europe will be made possible by
   (A) Electronic typesetting
   (B) Jet plane transportation
   (C) Microwave relays
5. Production expenses for newspaper advertising is generally calculated at the following percentage of space cost
   (A) 3.3% (B) 6.9% (C) 9.2%
6. Largest-selling 50¢-or-over magazine is
   (A) Holiday (B) House Beautiful (C) Playboy
7. Cost per page per thousand circulation for Life, Look and Satevepost runs about
   (A) $2 (B) $4.50 (C) $8.25
8. Of America's ten largest advertisers the one that spends the highest percentage of its sales on advertising is
   (A) General Motors (B) Colgate-Palmolive (C) Reynolds Tobacco
9. Percentage of sales invested by department stores in advertising last year was
   (A) 2.7% (B) 5.4% (C) 8.1%
10. When Campbell Soup Co. recently switched part of its advertising to another agency it was in line with the food giant's principle that an agency must handle a certain volume of billings in order to make a satisfactory profit on an account. That volume is thought to be:
    (A) $500,000 (B) $2,000,000 (C) $5,000,000
11. Britain's largest advertising agency is
    (A) J. Walter Thompson
    (B) London Press Exchange
    (C) S. H. Benson
12. Current census shows that number of U. S. cities with over one million population is now
    (A) 5 (B) 10 (C) 15
13. Saving of trading stamps is
    (A) Declining (B) Remaining fairly constant (C) Increasing
14. Number of new items offered to a big food chain each year is
    (A) 700 (B) 7,000 (C) 70,000
15. Transportation company with largest operating revenue is
    (A) American Airlines (B) Greyhound (C) Pennsylvania RR
16. Which of these is largest?
    (A) The national debt
    (B) Life insurance in force
    (C) Sales of America's 500 biggest industrial corporations
17. Fringe benefits add to the average payroll about
    (A) 5% (B) 10% (C) 20%
18. Of America's car-owning families those that operate two cars represent
    (A) 1 out of 5 (B) 2 out of 5 (C) 3 out of 5
19. Chilton is
    (A) A much-used type face
    (B) A term used in photography
    (C) A publisher of business papers
20. Self-mailer means
    (A) No envelope is needed
    (B) Advertiser uses his own list
    (C) Postage not required for return of card or envelope



# Don't buy a stitch 'til you see the Journal!

The September issue of The Ladies' Home Journal is a-burst with fall fashions -- 14 full-color pages' worth! Stunning example: a wond'rous wardrobe by Simonetta of Rome! Pages that women won't have to finger and forget -- because the Journal has thoughtfully arranged to have the Simonetta creations manufactured in America. / There's more. A breath-taking collection by Norman Norell. A do-it-yourself chic kit for teen-agers (pictures simply wonderful; patterns wonderfully simple!) Splashy spreads on furs and velours that make elegance an economy item! / Here's the point: We're always true to our readers in our fashion. Our forecasts are for real. Our wardrobes are for real women (98-pound sleeklings leave us cold.) Our pictures don't just stand there -- they do something. They show how. And where. And when. / Journal fashions are as much to be worn as admired. In a word, Journal fashions (like everything else in the Journal) are rewarding. / Which is why Journal advertisers find it so easy to button up sales.

A CURTIS MAGAZINE

*When the Journal speaks-women listen*

ers a little lighter.

The editorial cartoon, long a mainstay in the newspapers and general magazines, is commencing to move into the company press. We still find most of the art inferior, but the pages are beginning to look brighter. Some of the editorials these days are dealing, gingerly of course, with political themes, and here and there a cartoon is introduced to heighten reader interest.

■ There are quite a few new employe publications in the blueprint stage these days, and the executives at the planning boards might profitably introduce a little humor into these journals. They might find themselves in advance of a trend.

***McMahan on TV Commercials . . .***

# When Do We Get Better TV Commercial Research?

*Harry McMahan, tv consultant and author of "The Television Commercial" and other standard texts of the business, probably looks at more commercials than any man in advertising. Each month he reviews outstanding work for Advertising Age, pointing out significant trends and techniques. His collection of alltime top commercials now is being prepared for industry use.*

**By Harry W. McMahan**

When will tv commercials research catch up?

So far it has been all too much a grab-bag for the Malarkey Merchants of Moot Measurements.

Harry W. McMahan

On the one side we've had the Yardstick Yogi boys who try to over-simplify with a translation of apples and oranges to pure figures. On the other, the Phantasy Philosophers who abhor numbers except to fly from Cloud Nine.

Honestly, for a billion-plus industry, our tv commercial research is woefully inadequate. And sometimes downright misleading.

Our near-sighted friends are looking at the elephant from their various positions and all describing a different sort of animal. They measure his ears and calculate the elephant's memory. They tape his trunk and make gospel on his longevity. They look at his tail . . and become fascinated with the Freudian implications.

■ One Sultan of Sooth in the business has saddled us with all too many false axioms. (And we have the case histories in our tv commercial files to disprove at least six of 'em.)

We challenge any researcher who contends he has adequate tools for pre-testing a storyboard.

We know at least a score of good writers in the business who can lick the "scores" of recognition and recall at most research shops—and still have a lousy commercial.

We think most of the "norms" used are too small, too old, too unrelated to *audience experience* today, as the average American tv family watches 400-plus commercials a week.

And we're pretty positive a captive theater audience in New York is a poor sample of America's total tv audience.

■ We're saying: In 12 years our viewers have grown up more intelligently than our research.

We think the industry needs to get all the boys together with the elephant and have a conference.

And the agencies and the advertisers must set the standards, must probe (and probably subsidize) new and better techniques if we are to outgrow this silly, sorry mess.

### *Coke: Research and Sales*

Don't get me wrong: I love research. I've worked with (and, as a writer, *against*) six of the best outfits in the business. All have *some* merit, depending on who's feeling the elephant. Judicious selection of the best techniques of each would certainly help us get a better description of the over-all beast.

Right now, I've a keen interest in new techniques that are being developed at McCann-Erickson in Chicago. This is research I like; it has pointed the way to one of the smash sales success stories of the year.

In case you didn't know, Coca-Cola in Chicago has been a headache in Atlanta for the last six years or so. The parent company took over the plant, finally, but sales kept dropping. By August, 1959, it had dropped to third in home market, Nielsen pegged it: Pepsi 42%, Seven-Up 22%, Coke 17%.

Then, departing from Coke's national themes, Chicago launched its own marketing and advertising program. April, 1960, showed a sensational reversal: Coke 37%, Pepsi 27%, Seven-Up 12%.

■ Coke's Chicago campaign was aimed at teen agers (the "lost generation" Pepsi won while Atlanta twiddled its conservative thumbs). The research worked directly on this group, feeling their young pulses monthly. And it was a new kind of research.

"Exposure Index" measured the commercial *awareness*, as the campaign developed. A second measurement related to *conviction* in the selling message. The third measurement was the "Excitement Index"—the changing climate in commercial response.

Frank VanBortel, M-E's Chicago researcher who master-minded the project, insists this continuing "Excitement Index" among other things reveals the "early warning indicators" that tell when a commercial theme needs to be freshened up.

Intriguing?

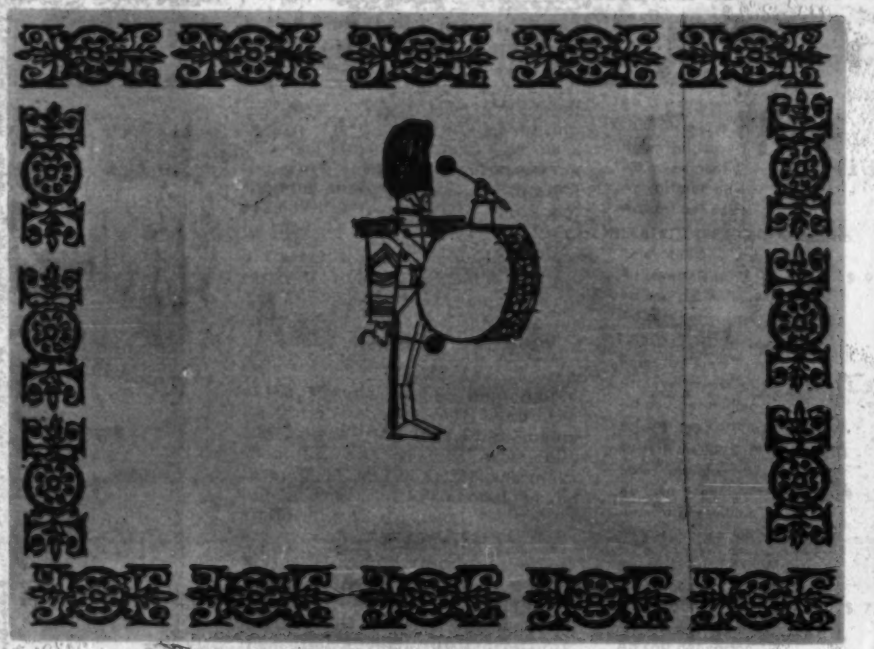
### *Massey-Ferguson Again Clicks*

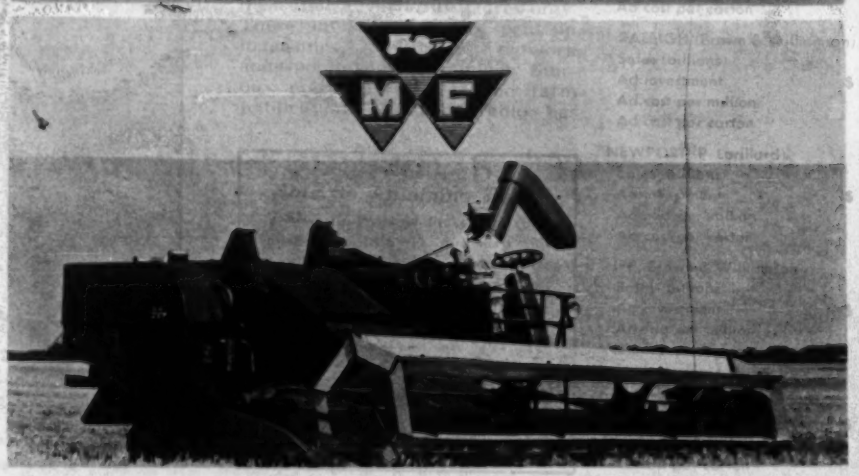
Farm equipment sounds like pretty dull tv fare, but Massey-Ferguson seems to hold a few patents on the tv commercial business, too.

Previously in this column we've mentioned their fine television advertising, but now they have a new spot that is a model for the business. We've watched a lot of GE and Du Pont attempts in the "institutional" field, but we happen to think this commercial does a better "company image" job than those, with its left-hand, while doing a right-fisted selling job.

"Drummer Boy" is the title and it uses animation, still art, logos, type, still art and stirring live-action photograph—all that!—in a rouser of a two-minute commercial. It's a production tour de force, yet it's a viewer's commercial every second of the way. (We watched it five straight times, and almost went out and

Coca-Cola Bottling Co. (Chicago)






Massey-Ferguson

Litho in U. S. A.

## In Packaging...**This color difference can make the sale**

The bright color on the right is an example of printing with Day-Glo* fluorescent red. On the left is an extremely bright non-fluorescent printing ink. If the comparison appears exaggerated, it is because along side of Day-Glo any non-fluorescent color looks lifeless. The brightest shades of ordinary color reflect only part of the light to which they are exposed. Fluorescent color reflects and converts most of the energy of light into brilliant colors of exceptional purity. Day-Glo is *inherently* more intense, with a fresh new power that glows from within.

If your package depends on point-of-sale impact, the extra dimension of Day-Glo can help make the sale. New low-cost Day-Glo inks are now available for the whole range of packaging requirements, as well as for brilliant displays, posters and other printed material. Eight standard colors give trouble-free production in letterpress, lithography, gravure or silk screen.

For more information and color samples, write

**SWITZER BROTHERS, INC.**
Printing Ink Division, 4732 St. Clair Avenue, Cleveland 3, Ohio
*Sales Offices in New York, Chicago, Los Angeles and Berkeley, California*

*Day-Glo is a registered trademark of Switzer Brothers, Inc., originators of daylight fluorescent colors.*

NOW MEMPHIS 21st*

4th Population

largest all U.S. citi

2nd

5th

bought a farm just to have one of the darned things!)

"Be a Massey-Ferguson Kind of Man" is the march-tempo cuer of the fast-cutting action ("When a man works the land, he's a special kind of man . . ."). Tab this for one of the ten best commercials of 1960.

Needham, Louis & Brorby, Chicago, is the agency. Pantomime Pictures of Hollywood is credited with the intricate production job.

### *Something to Adorn*

More Chicago-style advertising that needs a mention before we trek east again: Adorn.

Toni has always used the medium exceptionally well. Toni also is a sharp marketer. Somehow, Toni manages to keep even big rival P&G off-stride in test markets (probably one factor leading to P&G's $16,000,000 fiasco with Pace).

And Toni is never smarter than with its Adorn. This hair spray product entered the market five years late. In one year, against many competitors, it was first. Now, three years later, it's still first.

Always, Adorn has featured the hair styling story, the "recipe" approach. Always, it has brightened the tempo and the interest with a smart jingle, smart production.

Alice Westbrook, creative director of North Advertising, insists the formula is as simple as that. (We guess: *Sticking to* it is the hard part!)

P.S.: A new Adorn "deal" commercial, scheduled to run for 3½ months, has just been pulled off the air. It *sold out* the entire deal in less than half that time.

### *But Don't Sell P&G Short*

For every stumbling Pace, P&G has its Prell—and sometimes a Crest. The Cincinnati giant bears constant respect. His tv advertising is consistently effective, and, now and again, becomes artfully engaging as well. For instance:

P&G's Duncan Hines cake mix advertising has taught its competitors new tricks in appetite appeal. Ivory soap has captured human interest to the fullest. Tide has adventured afar for glamorous locations. Zest pioneered exciting tempos in commercials.

Now comes Prell with a new technique: probably the first commercial shot entire in slow motion. Zest used this trick for an occasional shot and others have used it some, but Prell makes it an integral part of the atmosphere of the commercial.

Credits: Benton & Bowles and Transfilm-Caravel. Good work.

### *Rambler vs. Detroit*

Round One of the compact battle is over and we're ready for Round Two. We think Rambler came out well both on sales and on its tv efforts.

A good year-ender in its commercial efforts is one that sums up consumer approval with some exciting shots of the car in action. It's done in tempo by Van Praag. Agency is Geyer, Morey, Madden & Ballard.

### *Jerry Lewis for Proctor-Silex*

Jerry Lewis may have made his last spectacular for NBC, but his commercials for Proctor-Silex go merrily on in such daytime shows as "Play Your Hunch" and "Price Is Right."

We're not a fan of Lewis, but we think these are corking good commercials. (Especially impressive was the fact one of them sent my wife out for a four-slice toaster!)

Lewis plays three or four roles in one of the three commercials (see storyboard which suggests the live action staging). After much clowning about he settles down to some solid selling demonstration of the products. Patti, his wife, works with him and frequently gets into the act just in time.

Proctor-Silex has made its transition from the old Proctor days very smoothly. "P.S." is well featured in memorable style and the old line, "Is there a Proctor in the house?" crops up to advantage.

Weiss & Geller, New York, is the agency. Jerry Lewis Productions at Paramount produced—in color film yet. J. Lewis directed.

Toni Co.

American Motors

### *Marlboro's New Look*

Research or no, we've always liked Marlboro's good contributions to tv advertising. The first great series changed the patterns of casting (both print and tv). Their "Ralph and Bertha" comedy commercials were classics. The "Juggernaut Jones" cartoons were happy change-of-pace satire for the sports broadcasts.

Now, Marlboro may be setting a new trend with its ultra-realistic photography for tv. Somewhat in the Ingmar Bergman school of prying camera intimacy, each commercial gets under the open-pored skin of its subjects. A girl and boy over coffee. A girl writing a letter. Drivers (gal and man), stopped at a railroad crossing, in mild flirtation, a 'phone call.

Each vignette works with its people quietly—almost sensually—in low-key, moody lighting. On sound track is the old familiar Marlboro "You've got a lot to like . . . " song, refurbished with a new lead that keys the action: "Why don't you settle back—settle back—with a full-flavored smoke . . . "

Fruit Stik

Marlboro Cigarets

Procter & Gamble

Proctor-Silex Corp.

Art theaters would love it. SAG should fight it. Hollywood makeup men undoubtedly will picket it. But tv viewers well can welcome it as a fresh break in

cigarette and tv advertising.

Leo Burnett, Chicago, is the agency. Wilding, same city, produced.

### *New from San Francisco*

Imagination Inc. is a new production house out Golden Gate way, evolving from the old TV Cartoon Productions (Bob Mills—Bob Hovorka) and Milt Kerr Animation.

Pabco Paints

Some of their new work has great freshness in design and concept. Noteworthy is a color spot for Pabco paints (Cunningham & Walsh) which uses a

Alemite

rolling paint roller rolling through the transitions, amidst semi-abstract butterflies and flowers.

This is about the nearest thing to continental styling we've ever seen produced in the States.

Then there's a limited, but highly effective, animation piece for Alemite (Roy S. Durstine Inc.) and a Xerox process bit for Fruit Stik (Dawson S. Turner) that also suggest this new house very well may live up to its name.

East, West and Chicago, it's been a good month. #

# BIZ QUIZ

**Answers to the questions on Page 116.**

1. (C) FCC's policy statement holds that "broadcasting licensees assume responsibility for all material which is broadcast through their facilities. This includes all programs and advertising material which they present to the public."
2. (C) The new tv code says that "an attempt to convey information to the viewer by transmitting messages below the threshold of normal awareness is not permitted."
3. (B) Census Bureau's 1950 check showed that 12% of homes had tv in 1950. Today 11% have two or more sets.
4. (A) The New York Times International Edition will soon be produced from tapes perforated in New York, sent by cable to Paris, used there to activate typesetting machines.
5. (B) Bureau of Advertising of the American Newspaper Publishers Assn. uses the 6.9% figure.
6. (C) Playboy claims the circulation leadership in its price bracket with 1,080,000 average monthly net paid for the first half of this year.
7. (B) Cost per page per M for Look, Life and Post ranges from $4.29 to $4.50.
8. (B) Last year Colgate-Palmolive spent $70,000,000 or 24.5% of its sales on advertising. R. J. Reynolds spent $49,000,000 (3.8%) and General Motors' figure was $155,000,000 (1.4%).
9. (A) Malcolm P. McNair's annual study showed that in 1959 296 companies operating 546 department stores spent 2.7% of their net sales on advertising.
10. (B) Informed opinion is that Campbell feels an agency should handle a minimum of $2,000,000 on its behalf.
11. (A) JWT leads in England as it does worldwide. Its 1959 press and tv billings came to $32,760,000. LPE had $26,913,000 and SHB reported $22,973,000.
12. (A) There are still only five cities with more than a million people: New York, Chicago, Los Angeles, Philadelphia and Detroit.
13. (C) 77% of the country's households save stamps of one kind or another. That's 10% more than last year. Number of retailers handling stamps has risen 5% and trading stamp companies expect to gross $600 million this year.
14. (B) Food chains are shown about 25 new items every working day—and 90% of them fail.
15. (C) The Pennsy with $388 million in revenue and five more railroads leads the list. In seventh place is American Airlines with $377 million. Greyhound is 14th with $285 million.
16. (B) Life insurance protection in force at the start of this year totaled about $600 billion, double the national debt and triple the combined sales of the 500 largest industrial corporations.
17. (C) Insurance and pension plans, social security taxes, paid vacations, etc. cost about $1,100 per worker annually as against regular pay of $5,000.
18. (A) Last year 19% of car-owning families had two cars and the figure is probably higher now because of compacts.
19. (C) Chilton of Philadelphia publishes 17 business papers.
20. (A) A self-mailer is a folder or booklet which provides space for addressing and postage.

## *Learning from the Retail Ads . . .*

# The Incompetent Layout

**By Clyde Bedell**

*(Mr. Bedell is a consultant in creative advertising and advertising training.)*

The layout can make a very great contribution to the success of an ad, if the layout artist is a competent professional *commercial* layer-out of ads. Unfortunately, a great many layout artists are simply "artists" with a flair for design, and little or no understanding of advertising.

It is a simple matter to glean enough layouts from a metropolitan paper in a few days to illustrate an entire course in layout with bad examples.

A layout is not, as most layout artists apparently believe, simply an arrangement of the elements of an ad—a plan for an ad. *A layout is a graphic plan for the elements of an ad—by gradation and sequence—for purposes of most effective communication.* This is my own definition. It stands up through the years, even among artists who test it. Yet I will now receive letters from layout artists, who, instead of testing my definition, will attack it because it "attacks" or runs counter to (and, if they accepted it, they would have to rearrange) some of their prejudices.

■ I have asked perhaps several hundred layout artists for a defensible definition of layout—one that weeds out incompetent layouts, one that weeds out high school Annual layouts, one that weeds out fine arts creations that please the eye but clobber the advertiser who pays the bills. But I very rarely get a definition that is at all defensible.

The layout artist's job is to get an ad read, as much of it as possible, in proper sequence of elements. He must handle the eye, and when the layout has largely controlled the eye, it is up to the writer to make the words (that the layout has brought the eye to) interesting enough to get themselves read.

If the layout artist fumbles his job, as was done here, readers must either (if the merchandise illustrations have intrigued them) suffer the ineptitudes of the layout and overcome them, or (in the case of less warm and ardent prospects)

pass the ad up at the first obstacle to easy reading.

In either event, the layout has not fulfilled its proper function. It has not been an unalloyed asset to the advertising. Actually, it serves as *another instance where artists are paid to conceal, or at best obscure, the story that writers in the same ad department and ad are paid to reveal.*

■ It is difficult to come up with a perfect ad. But the good advertising department eliminates all the "evils" it can and holds handicaps to reading and response to a very minimum.

What are some of the layout handicaps here?

• The contrast in scale between lamps and furniture is too great.

• The division between these two separate ads is too indefinite.

• The reader interested in lamps likely looks to the furniture copy and becomes confused.

• The word "news," despite its size will no doubt be missed by many readers because of its placement. (I know some of these comments sound impossible, but you can't spend hundreds of hours on readership studies and not find out how easy it is to "lose" headline elements by wrong placement.)

• The word "special!" has a better chance of being seen, for the illustration above it serves as a bridge to the word. However, if that bridge leads the eye to "special," the reader is looking for bedroom furniture copy.

• The copy in the lower left hand corner is practically lost.

This is advertising laid out with a T-square instead of thought.

Strange that store executives are so insensitive to the basic and fundamental principles on which advertising must thrive if a store is to thrive to the utmost.

## *What They're (Really) Saying . . .*

—By W. H. Everett

*"But Marv, when you said you were going to tell off the client, we thought you were kidding!"*

# Something Missing

## ... like California without the Billion-Dollar Valley of the Bees

- **Actually, total effective buying income of more than $3 billion**
- **Greater automotive sales than each of 21 states**

Look close up at the California Coast Range. See how it separates the ocean shore cities from the *inland* Valley. Inland is the nation's richest income producing agricultural market and a mushrooming industrial complex.

And inland Valley families read and respond to their own newspapers — Bee newspapers. Coastside papers make no impression here. Your ad belongs in the Bees.

*Data source: Sales Management's 1959 copyrighted survey*

**McCLATCHY NEWSPAPERS**

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

# The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

# YOU OUGHT TO GO TO THE HOSPITAL

While you are reading this advertisement (takes about 2 minutes) 110 of your fellow citizens will be admitted to U.S. hospitals—80,000 by this time tomorrow, 30,000,000 in a year.

There's big business in the buildings to house them, the food to nourish them, the equipment to cook and serve the food, the apparatus and the medications to heal them, the laundries to clean their linens. In general and special hospitals, where most of them are cared for, more than $2.8 billion will be spent this year for their needs, not counting the payroll of those who serve them. In long-term hospitals (psychiatric, tuberculosis, etc.) an additional $500 million will be spent for similar products. Hospitals will spend another $900 million for construction of new facilities this year, probably another billion dollars in 1961.

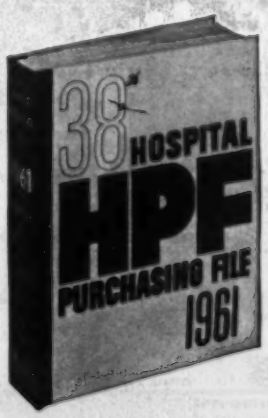
Here's a big, healthy market, strong and always growing, that holds tremendous sales potential for vigorous marketers. You ought to go to the hospital—for your share of this big business.

Your strongest vehicle of communication with *buyers* in the hospital market is THE MODERN HOSPITAL—throughout its healthy, vigorous life of more than 47 years the leader by every valid media measurement.

**We would like to send you a complete, up-to-date Market-Media Data File and—especially, a brand-new book describing THE MODERN HOSPITAL's editorial policies, procedures and personnel. Yours for the asking.**

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION




## File hospital product information here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy — and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

so very merry
Cosmetic
TOY COSMETIC SHOP
A set to make her dreams come true. Seventeen different play cosmetics, just like mommy's, assure hours of fun and enchantment 1.98
Available wherever toys are sold.
Other my merry toys from 29c.
PARENTS
so very merry
DRUGS Rx
TOY DRUG STORE
For a soda, play cosmetics, a bandage or baby soap for dolly, she'll find them all—and much more —in this big so very merry drug store 1.98
Available wherever toys are sold.
Other my merry toys from 29c.
PARENTS

**MERRY TOYS**—*Merry Mfg. Co., Cincinnati, launches its largest pre-Christmas drive with color pages and smaller ads in November and December issues of Life and in the December Parents' Magazine. Ted Menderson Co. is the agency.*

### *'N. Y. News' Buys FM Interest*

*New York Daily News* has reached a final agreement with Concert Network to buy a partial interest in the fm network's four owned stations—WNCN, New York; WBCN, Boston; WHCN, Hartford, and WXCN, Providence. H. Stilwell Brown, Concert's general manager, said that the network would retain control of the stations.

### *Wood Publication Raises Rates*

*Wood & Wood Products*, Chicago, has increased its advertising rates, effective Sept. 1. The publication said the rate increase reflects not only an increase of nearly 25%, to a new high in paid circulation (9,008) but also its highest renewal rate (64.58%). The cost of a one-time page ad has increased from $385 to $425.

### *Olian Joins Exquisite Form*

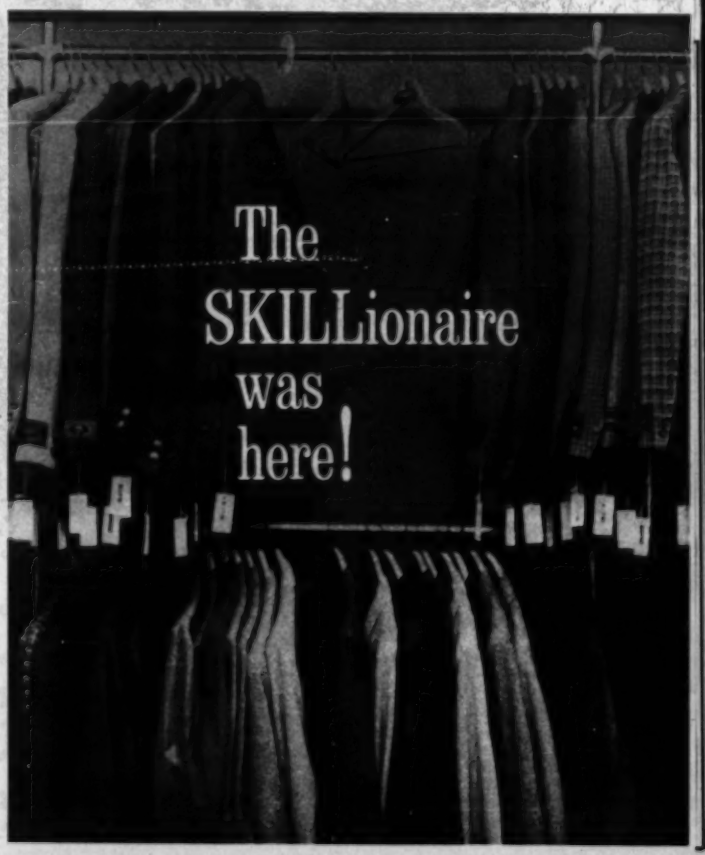
Daniel J. Olian, for the past two years national sales manager of Revlon Inc., has joined Exquisite Form Brassiere Inc., New York, as vp in charge of sales, for Magic Lady, Silf-Skin and Exquisite Form.

### *Osol Joins Space & Time*

Phil Osol has joined Space & Time Advertising, Los Angeles, as vp in charge of new business. Mr. Osol was formerly general manager of In-Home Sampling Service of Walter C. Kline & Associates.

### *Katz, Jacobs Gets Lerch Wigs*

Lerch Wigs, New York, manufacturer of hairpieces for men and women, has appointed Katz, Jacobs & Co., New York, to handle advertising and promotion.

# Newest, fastest way to send anything written, printed or drawn:

# WESTERN UNION WIREFAX

* Present Wirefax Network includes New York, Washington, Chicago, San Francisco, Los Angeles and Hollywood.

**Instantly . . . accurately . . .** you can now send layouts, storyboards, media and marketing charts, letters, coast-to-coast! That's the miracle of Wirefax—the Western Union public facsimile system that speeds your material—reproduces it in exact, error-proof facsimile form.

**It's so convenient!** Size of copy is no problem . . . even for double-page spreads. All you have to do is divide your material into 7½" x 9½" units. Just put name and address at top of layouts (or other material) and deliver it to the Western Union Wirefax Center nearest you. Or, if you prefer, a Western Union messenger will pick up your material for a nominal charge.

**What does Wirefax cost?** Rates are based on physical length of copy and distance transmitted. Example: a 7½" x 4" document between San Francisco and New York costs $4.00. The same document between New York and Chicago: $2.40, plus Federal Tax. Each additional inch costs only 65 cents between San Francisco and New York, 40¢ between New York and Chicago. Pack your page with words, figures, drawings, numbers. (You can get 600 typewritten words on a single sheet of paper.)

**Where to call for service or information:** In New York: WOrth 2-7300, Ext. 452 or 705—in Washington: NAtional 8-7100, Ext. 275—in Chicago: WAbash 2-4321, Ext. 441 or 442—in San Francisco: SUtter 1-4321, Ext. 309—in Los Angeles (including Beverly Hills and Hollywood): MAdison 7-4321, Ext. 333.

# Per Carton Ad Cost of Cigarets Hit 6.6¢ in '59

(Continued from Page 3)

slipped slightly to about 30% market share. King-size cigarets stepped up sales to take about 20% of the market. Many of the top sellers were menthols, which increased their share to about 10%. Six menthol king filters and one menthol regular were included in the study and, as *Business Week* pointed out, substracting menthols from the filter group leaves only a slight gain for filters as compared with regular tobacco.

■ Ten brands increased sales, eight sustained losses, and one held even. Sales gains generally were accompanied by ad increases, as sales losses were by ad cutbacks. Eleven brands boosted their measured media spending, while eight decreased theirs. Lucky Strike, Kent and Chesterfield, whose sales were down, increased ad spending. Winston, Raleigh, Newport and Oasis, whose sales were up, decreased their ad budgets.

■ Here are some of the highlights of the table shown at right:

• **Salem** (menthol king filter) ousted Kent to become the top spender in measured media and the seventh in sales rank. Salem ad expenditures shot from $8,479,454 to $15,624,230 in 1959, and sales registered a 7.5 billion gain over 1958, when it ranked 10th in sales.

• **Kent** (regular filter and king filter) was the second largest user of measured media with $15,051,987, up considerably from 1958, when it spent $11,302,196. As in 1958, Kent ranked fifth in sales, though sales were off 1.5 billion.

• **Pall Mall** (king) unseated Camel (regular) for the No. 1 sales spot which Camel has held for the last 10 years, scoring a triumph for king-size cigarets. Pall Mall sales were up a thumping 9 billion in 1959. The new sales leader was the third largest measured media spender, increasing expenditures to $12,637,152 from $10,941,493 spent in 1958.

• **Camel**, second biggest seller, ranked seventh in ad spending. Camel sales of 63.5 billion were up from 62.5 in 1958; ad spending for the brand moved up from $6,991,014 to $9,366,843.

• **Hit Parade** (king filter) had a 1.3 billion sales dropoff, landing in 20th place. Its measured media spending was reduced drastically from $8,357,152 to $1,216,008, making it the least promoted brand among the 23 surveyed.

■ Readers should note that advertising figures in this study can be only an indication. Computations have been made from available measured advertising figures only. These include amounts spent in magazines, newspapers, network and spot television, outdoor, Sunday magazine sections and farm publications. Network radio has

### Note on Adjoining Table

Advertising expenditures are compiled from figures provided by Leading National Advertisers Inc., Outdoor Advertising Inc., the Television Bureau of Advertising and the Bureau of Advertising, ANPA. They include network and spot television, newspapers, magazines, outdoor, farm publications and newspaper sections. Cigaret sales figures are from Business Week.

# Costs of Cigaret Advertising: 1952-1959

## Per Carton and Per Million of Cigarets Sold

*Copyright 1960 by Advertising Publications Inc.*

| | 1959 | 1958 | 1957# | 1956 | 1955 | 1954 | 1953 | 1952 |
|---|---|---|---|---|---|---|---|---|
| [1]PALL MALL (Amer. Tob.) | | | | | | | | |
| Sales (billions) | 64.0 | 55.0 | 54.0 | 57.5 | 56.0 | 51.0 | 48.0 | 41.6 |
| Ad investment | $12,637,152 | $10,941,493 | $ 8,062,258 | $ 9,190,419 | $ 8,910,915 | $ 6,876,101 | $ 6,046,399 | $ 4,138,492 |
| Ad cost per million | $197.45 | $198.93 | $149.30 | $159.83 | $159.12 | $134.82 | $125.96 | $99.72 |
| Ad cost per carton | 3.9¢ | 4.0¢ | 2.9¢ | 3.2¢ | 3.2¢ | 2.7¢ | 2.5¢ | 2¢ |
| [2]CAMEL (Reynolds) | | | | | | | | |
| Sales (billions) | 63.5 | 62.5 | 66.0 | 72.5 | 77.0 | 84.0 | 99.0 | 104.5 |
| Ad investment | $ 9,366,843 | $ 6,991,014 | $ 6,580,057 | $ 9,117,366 | $ 7,872,563 | $13,701,033 | $14,866,194 | $13,313,273 |
| Ad cost per million | $147.50 | $111.85 | $99.69 | $125.75 | $102.24 | $163.11 | $150.16 | $127.40 |
| Ad cost per carton | 2.9¢ | 2.2¢ | 1.9¢ | 2.5¢ | 2¢ | 3.3¢ | 3¢ | 2.5¢ |
| [2]LUCKY STRIKE (Amer. Tob.) | | | | | | | | |
| Sales (billions) | 43.0 | 46.0 | 52.0 | 56.0 | 57.0 | 58.0 | 65.0 | 73.5 |
| Ad investment | $ 6,743,221 | $ 6,742,734 | $ 7,368,822 | $ 8,220,457 | $ 7,970,440 | $ 8,905,887 | $10,159,327 | $ 8,257,187 |
| Ad cost per million | $156.81 | $146.58 | $141.70 | $146.79 | $139.83 | $153.55 | $156.29 | $112.34 |
| Ad cost per carton | 3.1¢ | 2.9¢ | 2.8¢ | 3¢ | 2.8¢ | 3.1¢ | 3.1¢ | 2.2¢ |
| [2]WINSTON (Reynolds) | | | | | | | | |
| Sales (billions) | 43.0 | 38.9 | 37.5 | 30.0 | 19.5 | ——— | ——— | ——— |
| Ad investment | $ 8,378,024 | $12,653,400 | $12,795,595 | $ 8,773,516 | $ 6,638,245 | ——— | ——— | ——— |
| Ad cost per million | $194.83 | $325.28 | $341.21 | $292.45 | $340.41 | ——— | ——— | ——— |
| Ad cost per carton | 3.8¢ | 6.5¢ | 6.8¢ | 5.8¢ | 6.8¢ | ——— | ——— | ——— |
| [3,4]KENT (P. Lorillard) | | | | | | | | |
| Sales (billions) | 36.0 | 37.5 | 13.5 | 2.5 | 2.3 | 4.0 | 3.0 | 0.7 |
| Ad investment | $15,051,987 | $11,302,196 | $ 9,725,721 | $ 3,068,232 | $ 3,117,876 | $ 3,858,280 | $ 3,206,889 | $ 991,672 |
| Ad cost per million | $418.11 | $301.39 | $720.42 | $1,227.29 | $1,355.59 | $964.57 | $1,069.00 | $1,416.67 |
| Ad cost per carton | 8.3¢ | 6¢ | 14.4¢ | 24.5¢ | 27.1¢ | 19.3¢ | 21.4¢ | 28¢ |
| [1,2]CHESTERFIELD (Liggett & Myers) | | | | | | | | |
| Sales (billions) | 28.0 | 29.2 | 32.0 | 38.5 | 48.0 | 54.0 | 62.0 | 68.0 |
| Ad investment | $ 6,066,495 | $ 4,450,562 | $ 5,275,179 | $ 6,544,451 | $ 6,111,529 | $ 5,478,877 | $13,204,616 | $ 9,858,060 |
| Ad cost per million | $216.66 | $152.41 | $164.84 | $165.68 | $127.32 | $101.46 | $212.98 | $144.97 |
| Ad cost per carton | 4.3¢ | 3¢ | 3.2¢ | 3.3¢ | 2.5¢ | 2¢ | 4.2¢ | 3¢ |
| [5]SALEM (Reynolds) | | | | | | | | |
| Sales (billions) | 27.0 | 19.5 | 11.0 | 2.3 | ——— | ——— | ——— | ——— |
| Ad investment | $15,624,230 | $ 8,479,454 | $ 5,273,743 | $ 3,383,021 | ——— | ——— | ——— | ——— |
| Ad cost per million | $578.67 | $434.84 | $479.43 | $1,470.84 | ——— | ——— | ——— | ——— |
| Ad cost per carton | 11.5¢ | 8.7¢ | 9.5¢ | 29.4¢ | ——— | ——— | ——— | ——— |
| [3,4]L&M (Liggett & Myers) | | | | | | | | |
| Sales (billions) | 25.0 | 22.9 | 24.4 | 18.5 | 11.0 | 6.2 | ——— | ——— |
| Ad investment | $10,468,932 | $ 8,552,122 | $ 9,066,894 | $ 9,953,498 | $ 6,490,892 | $ 5,410,599 | ——— | ——— |
| Ad cost per million | $418 75 | $373.45 | $371.59 | $538.02 | $540.91 | $872.68 | ——— | ——— |
| Ad cost per carton | 8.3¢ | 7.4¢ | 7.4¢ | 10.8¢ | 10.8¢ | 17.5¢ | ——— | ——— |
| [5]VICEROY (Brown & Williamson) | | | | | | | | |
| Sales (billions) | 21.5 | 22.2 | 27.3 | 25.4 | 20.1 | 14.9 | 6.0 | 2.7 |
| Ad investment | $ 9,858,597 | $ 8,964,333 | $14,955,590 | $10,033,394 | $ 3,675,706 | $ 3,157,137 | $ 538,309 | $ 166,748 |
| Ad cost per million | $458.53 | $403.79 | $547.82 | $395.01 | $182.88 | $211.89 | $89.67 | $61.75 |
| Ad cost per carton | 9.1¢ | 8¢ | 10.9¢ | 8¢ | 3.7¢ | 4.2¢ | 1.8¢ | 1.2¢ |
| [3]MARLBORO (Philip Morris) | | | | | | | | |
| Sales (billions) | 21.0 | 19.8 | 19.5 | 13.5 | 6.0 | ——— | ——— | ——— |
| Ad investment | $ 7,997,044 | $ 7,041,889 | $ 7,873,604 | $ 7,880,318 | $ 2,200,368 | ——— | ——— | ——— |
| Ad cost per million | $380.81 | $355.65 | $403.77 | $583.72 | $366.73 | ——— | ——— | ——— |
| Ad cost per carton | 7.6¢ | 7.1¢ | 8¢ | 11.7¢ | 7.3¢ | ——— | ——— | ——— |
| [6]KOOL (Brown & Williamson) | | | | | | | | |
| Sales (billions) | 13.7 | 13.7 | 12.3 | 12.3 | 12.7 | 12.1 | 11.5 | 11.5 |
| Ad investment | $ 3,797,302 | $ 5,331,447 | $ 5,263,821 | $ 4,150,422 | $ 596,645 | $ 874,394 | $ 390,827 | $ 493,046 |
| Ad cost per million | $277.17 | $389.15 | $427.95 | $337.43 | $46.98 | $72.26 | $34.00 | $42.87 |
| Ad cost per carton | 5.5¢ | 7.7¢ | 8.5¢ | 6.7¢ | 0.9¢ | 1.5¢ | 0.7¢ | 0.9¢ |
| [1]HERBERT TAREYTON (Amer. Tob.) | | | | | | | | |
| Sales (billions) | 11.5 | 8.5 | 8.5 | 10.0 | 12.0 | 14.0 | 14.0 | 12.5 |
| Ad investment | $ 9,733,595 | $ 5,332,298 | $ 1,794,890 | $ 4,245,324 | $ 3,997,609 | $ 1,820,350 | $ 1,952,699 | $ 890,414 |
| Ad cost per million | $846.39 | $627.32 | $211.16 | $424.53 | $333.13 | $130.03 | $139.50 | $71.23 |
| Ad cost per carton | 16.9¢ | 12.5¢ | 4.2¢ | 8.5¢ | 6.7¢ | 2.6¢ | 2.8¢ | 1.4¢ |
| [1,2,3]OLD GOLD (P. Lorillard) | | | | | | | | |
| Sales (billions) | 11.2 | 13.3 | 15.8 | 17.0 | 20.7 | 19.5 | 23.0 | 23.0 |
| Ad investment | $ 3,295,237 | $ 6,556,482 | $ 4,386,089 | $ 5,650,841 | $ 6,896,258 | $10,035,163 | $ 8,786,972 | $ 6,981,309 |
| Ad cost per million | $294.21 | $492.96 | $277.60 | $332.40 | $333.15 | $514.62 | $382.04 | $303.53 |
| Ad cost per carton | 5.8¢ | 9.8¢ | 5.5¢ | 6.6¢ | 6.7¢ | 10.3¢ | 7.6¢ | 6¢ |
| [1,2]PHILIP MORRIS (Philip Morris) | | | | | | | | |
| Sales (billions) | 11.2 | 12.9 | 15.5 | 20.0 | 24.0 | 29.0 | 35.0 | 36.5 |
| Ad investment | $ 1,665,863 | $ 3,130,231 | $ 4,816,336 | $ 6,475,234 | $ 5,705,471 | $ 6,610,807 | $ 8,880,958 | $ 9,154,503 |
| Ad cost per million | $148.73 | $242.65 | $310.73 | $323.76 | $237.73 | $227.93 | $253.71 | $250.80 |
| Ad cost per carton | 2.9¢ | 4.8¢ | 6.2¢ | 6.5¢ | 4.8¢ | 4.6¢ | 5.1¢ | 5¢ |
| [3]PARLIAMENT (Philip Morris) | | | | | | | | |
| Sales (billions) | 10.0 | 5.5 | 2.4 | 2.0 | 2.2 | 2.7 | 3.0 | 1.9 |
| Ad investment | $ 7,048,373 | $ 6,592,478 | $ 2,985,141 | $ 2,101,309 | $ 1,532,476 | $ 1,013,927 | $ 916,927 | $ 444,204 |
| Ad cost per million | $704.83 | $1,198.63 | $1,243.80 | $1,050.65 | $696.58 | $375.55 | $305.67 | $233.79 |
| Ad cost per carton | 14¢ | 23.9¢ | 24.8¢ | 21¢ | 13.9¢ | 7.5¢ | 6.1¢ | 4.7¢ |
| [1,3]RALEIGH (Brown & Williamson) | | | | | | | | |
| Sales (billions) | 8.0 | 7.2 | 6.7 | 7.1 | 7.1 | 7.3 | 7.5 | 8.3 |
| Ad investment | $ 2,737,653 | $ 4,068,287 | $ 2,092,587 | $ 2,521,084 | $ 255,740 | $ 570 | ——— | $ 1,425 |
| Ad cost per million | $342.20 | $565.03 | $312.32 | $355.08 | $36.01 | ——— | ——— | 17¢ |
| Ad cost per carton | 6.8¢ | 11.3¢ | 6.2¢ | 7.0¢ | 0.7¢ | ——— | ——— | ——— |
| [5]NEWPORT (P. Lorillard) | | | | | | | | |
| Sales (billions) | 4.5 | 2.8 | 1.0 | ——— | ——— | ——— | ——— | ——— |
| Ad investment | $ 4,284,903 | $ 5,871,484 | $ 1,687,889 | ——— | ——— | ——— | ——— | ——— |
| Ad cost per million | $952.20 | $2,096.95 | $168.78 | ——— | ——— | ——— | ——— | ——— |
| Ad cost per carton | 19¢ | 41.9¢ | 3.3¢ | ——— | ——— | ——— | ——— | ——— |
| [3]LIFE (Brown & Williamson) | | | | | | | | |
| Sales (billions) | 1.6 | ——— | ——— | ——— | ——— | ——— | ——— | ——— |
| Ad investment | $ 4,456,915 | ——— | ——— | ——— | ——— | ——— | ——— | ——— |
| Ad cost per million | $2,785.57 | ——— | ——— | ——— | ——— | ——— | ——— | ——— |
| Ad cost per carton | 55.7¢ | ——— | ——— | ——— | ——— | ——— | ——— | ——— |
| [5]OASIS (Liggett & Myers) | | | | | | | | |
| Sales (billions) | 1.5 | 1.4 | 0.5 | ——— | ——— | ——— | ——— | ——— |
| Ad investment | $ 3,318,767 | $ 4,539,147 | $ 1,119,218 | ——— | ——— | ——— | ——— | ——— |
| Ad cost per million | $2,212.51 | $3,242.24 | $2,238.43 | ——— | ——— | ——— | ——— | ——— |
| Ad cost per carton | 44.2¢ | 64.8¢ | 44.7¢ | ——— | ——— | ——— | ——— | ——— |

| | 1959 | 1958 | 1957# | 1956 | 1955 | 1954 | 1953 | 1952 |
|---|---|---|---|---|---|---|---|---|
| [3]HIT PARADE (Amer. Tob.) | | | | | | | | |
| Sales (billions) | 1.5 | 2.8 | 3.5 | 0.5 | | | | |
| Ad investment | $ 1,216,008 | $ 8,357,152 | $ 6,062,432 | $ 1,381,853 | | | | |
| Ad cost per million | $810.67 | $2,984.69 | $1,732.12 | $2,763.70 | | | | |
| Ad cost per carton | 16.2¢ | 59.8¢ | 34.6¢ | 55.2¢ | | | | |
| [5]ALPINE (Philip Morris) | | | | | | | | |
| Sales (billions) | 1.5 | | | | | | | |
| Ad investment | $ 3,434,776 | | | | | | | |
| Ad cost per million | $2,289.85 | | | | | | | |
| Ad cost per carton | 45.7¢ | | | | | | | |
| [5]SPRING (P. Lorillard) | | | | | | | | |
| Sales (billions) | 1.2 | | | | | | | |
| Ad investment | $ 2,124,649 | | | | | | | |
| Ad cost per million | $1,770.54 | | | | | | | |
| Ad cost per carton | 35.4¢ | | | | | | | |
| [3]DUKE (Liggett & Myers) | | | | | | | | |
| Sales (billions) | 1.0 | | | | | | | |
| Ad investment | $ 2,258,651 | | | | | | | |
| Ad cost per million | $2,258.65 | | | | | | | |
| Ad cost per carton | 45.1¢ | | | | | | | |

[1]—King; [2]—Regular; [3]—King Filter; [4]—Regular Filter; [5]—Menthol King Filter; [6]—Menthol Regular & Menthol King Filter. #Revised.

not been measured since the first seven months of 1955, thus throwing off comparative figures for subsequent years. Spot radio figures were not included in the compilation because they are given only by corporations without individual breakdowns for the various brands. Spot tv figures were first available for 1956 and outdoor figures became available in 1955.

Figures are compiled by various groups which measure the amounts of space or time used and do not reflect accurately the total amount spent in these media. No attempt is made, for example, to calculate frequency discounts in print or media broadcast or cost other than time costs in tv (talent, production, etc.). So actual costs may be a little less in fact than indicated in the study.

▪ Leading National Advertisers Inc. provided the figures for magazines, farm publications and network television. The Bureau of Advertising, ANPA, has provided newspaper and Sunday section figures. The Television Bureau of Advertising is the source for spot tv spending and Outdoor Advertising Inc. has made outdoor expenditures available.

Omitted from the study are network and spot radio, direct mail, point of sale, premiums, sampling and collateral advertising programs, which constituted a considerable part of ad budgets.

With these exceptions in mind the reader may evaluate the accompanying table which shows sales and advertising for these brands over the past eight years. Extreme variations in advertising over the years can often be ascribed to the fact that certain media expenditure figures have become available or unavailable, not necessarily to violent shifts in advertising policy.

It should also be noted that if an advertiser moves the bulk of his ad dollars from measured media to unmeasured media he may seem to have made a cutback in advertising, when this may not actually be the case. #

### *Allegheny Pepsi Names Doner*

Allegheny Pepsi-Cola Bottling Co. has appointed W.B. Doner & Co., Baltimore, as its agency. In addition to Pepsi, Allegheny will distribute its Cloverdale line of beverages through other bottlers in an area ranging from Reading, Pa., to Wilmington, Del., and Salisbury, Md.

### *Martin Gets Snake Repellent*

Animal Repellents Inc., Griffin, Ga., has appointed Robert E. Martin & Co., Atlanta, to handle advertising for Snake-Stop, a new snake repellent product which will be introduced soon in the U.S. and 12 foreign countries. Newspapers, radio, tv and magazines will be used.

### *Pensacola Board Names Dodson*

The Pensacola Municipal Advertising Board has awarded its $60,000 account to Pat Dodson Agency, Pensacola, Fla. The account formerly was handled by Howard Barney & Associates, Mobile, Ala.

### *Zlowe Names Rosenberg*

Zlowe Co., New York, has named Bert Rosenberg, formerly with Grey Advertising Agency and W. B. Doner Co., an account executive.

### *'Play Your Hunch' Game*

Transogram, New York, has developed a new board game, "Play Your Hunch," fashioned after the NBC-TV game show. Selling at $3.98 each, it features an automatic problem selector machine, 240 problems on cards and play money. Intended for children and adults, it is being given away on the NBC show.

### *TV Time Foods Names Stern*

TV Time Foods Inc., Chicago, processor and packager of TV Time Popcorn, has named Stern, Walters & Simmons, Chicago, as its agency. The company will kick off a market campaign this fall in newspapers and tv. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the former agency.

### *New Sta-Fit Ad Campaign Set*

Raymond M. Price & Associates, Chesterton, Ind., has introduced a new home exerciser under the name of Sta-Fit. Taylor-Chalmers Advertising, Michigan City, Ind., will handle a consumer and trade campaign plus a direct mail push directed to sporting goods, hardware and department store buyers.

### *Ghostley's Poultry to Colle*

Ghostley's Poultry Farms, Anoka, Minn., has appointed Colle, McVoy, Weston, Barnett Inc., Waterloo, Ia., to handle its advertising. All creative work and production will be handled in Waterloo, with part of the liaison being handled by Colle-McVoy in Minneapolis.

### *Stacy to Brownberry Ovens*

Brownberry Ovens, Oconomowoc, Wis., baker, has appointed Rufus D. Stacy general sales manager, to head sales, sales promotion and advertising. Mr. Stacy was formerly national sales manager of the refrigerated foods division of General Mills, Minneapolis.

### *'Boston Herald' to Bresnick*

The *Boston Herald* and *Traveler*, Boston, have appointed Bresnick Co., Boston, to handle institutional, circulation and trade promotion programs. Chirurg & Cairns is the previous agency.

### *Leach to Griswold-Eshleman*

Jace Leach has joined Creative Services, Berea, O., as an account executive. Mr. Leach was formerly an account executive of Griswold-Eshleman Co., Cleveland.


YOU ARE URGENTLY REQUESTED TO SEE

**SPORTS ILLUSTRATED**

12 PAGE ADVERTISING SECTION SPECIFICALLY DESIGNED*

TO SELL THE MEN'S WEAR RETAILER

**MEN'S WEAR MAGAZINE**

SEPTEMBER 16TH ISSUE

*BY YOUNG & RUBICAM



**Food Advertising Returns**

An analysis of coupon returns for five food advertisers in four New York papers shows:

| The Mirror | | Three Evening Papers | | |
|---|---|---|---|---|
| Per Cent Total Cost | 17.2 | 16.4 | 19.1 | 13.1 |
| Per Cent Total Returns | 20.5 | 9.6 | 13.2 | 10.5 |
| Per Cent Total Circ. | 21.6 | 14.5 | 11.5 | 8.4 |
| Average Cost per Coupon | $1.41 | $2.83 | $2.41 | $2.06 |

If you are advertising grocery products in the New York market

**Make The Mirror a MUST!**



Now—EASTERN'S Flying Freighters offer

**OVERNIGHT DELIVERY**

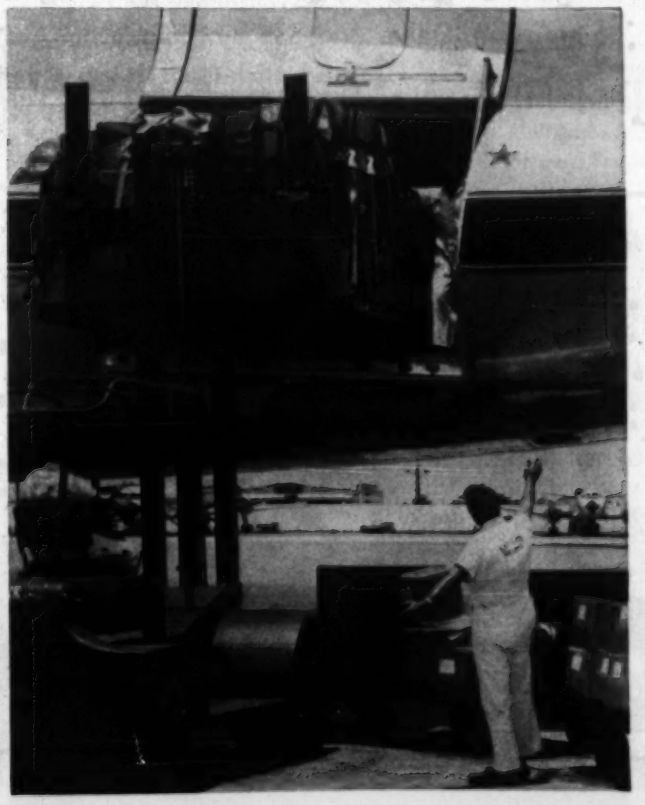
New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

**EASTERN AIR LINES**



# The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

### *It May Be a Dog's Life, but the Lickin's Are Mighty Good*

To the Editor: Since every dog is entitled to one bite, I'd like to suggest that the copywriter for Pard dog food really *did* know the market to which he was writing.

Back when I was writing copy for Red Heart dog food, we made a most interesting discovery . . . one which your flea-bitten (in this instance, anyway) Creative Man (Sept. 5) obviously has yet to make, i.e., the vast majority of canines unfortunately *can't read*. This being the case, doesn't it make better sense to pitch the appeal to dog owners, most of whom *can*?

Taking a second look at the ad in question, it occurs to me that a much better headline might be, "Pard Tastes Good—Like a Boy's Ear Should."

**Howard C. Peterson,**
Copy Chief, Keyes, Madden & Jones, Miami.

•

To the Editor: "Let's Be Realistic" indeed! The Creative Man's Corner has brought me out of my corner, swinging!

Such inane criticism of a basically good ad does not deserve space in a respected publication such as yours. Methinks that tedious critic must have dashed off his criticism of the Pard ad at the end of a long and liquid lunch. May I ask: Why, if the man has nothing to say, doesn't he rest his typewriter and cease to bore us with crude humor at the expense of craftsmen with thrice his talent??

Could a dog write, I have a strong hunch he *would* say "Lickin' Good," and I am even more firmly convinced he could do a far

finer job of conducting a creative column than the incumbent!

There is certainly a place in your editorial format for a *constructive* critical approach to advertising . . . when will the spot be filled?

**Fred L. Delkin Jr.,**
Creative Director, Cole & Weber, Portland, Ore.

•

To the Editor: It's too darn bad your "Creative Man" never had a dog, saw a dog lick a small boy's face in anticipation of a good meal, or got a good "lick" himself . . . he's missed one of the biggest thrills of life, just as much as he completely missed the point of Swift's ad!

Dogs don't buy their own food, right. But the small boys and parents who buy it will certainly think about Pard if they feel they might get an extra "lick."

Why don't you change the name of your corner to "Destructive Man's"?

**J. P. Irvine,**
Waukegan, Ill.

*Commenting on the ad, the Creative Man wrote: "What a pity that dog food advertising is not written by dogs. We just can't bring ourselves to believe that a dog would describe the flavor of the new Pard as 'Lickin'-Good.' Do all dogs drop their g's?"*

• • •

### *Kudos, Revisions for 100 Leaders' Profiles Issue*

To the Editor: Just a note to congratulate you and your whole staff on the Aug. 29 issue [giving profiles on the 100 leading advertisers].

It's a very impressive job—and all of us who stand to benefit by a factual and current reporting job of the facts and figures compiled in this article, owe all of you a deep debt of thanks.

**L. W. Lane Jr.,**
President and Publisher, Lane Magazine Co., Menlo Park, Cal.

•

To the Editor: In your Aug. 29 issue listing the top 100 National Advertisers, the section on Page 118 devoted to Canadian General Electric was correct for marketing personnel, but incorrect in listing of personnel servicing this account from MacLaren Advertising Co.

To bring you up-to-date, would you please change your records as follows:

MacLaren Advertising Co., Toronto-Montreal—account supervisor—G. L. Reneau; account executives—R. G. McBain; C. E. King; R. Westlake; P. Stocks; G. Perkins; E. G. Exley; H. T. G. Gill; R. Sanders.

**G. L. Reneau,**
MacLaren Advertising Co., Toronto.

•

To the Editor: In regard to the run-down on Permacel on Page 134 of your [100 leaders] issue, the president is now George A. Fitzgerald and Robert S. Bradford is now vp of sales.

George C. Riegger resigned on Aug. 19.

I realize that all of this happened too late to make your issue of Aug. 29, but I wanted to forward this information to you for future reference.

**Franklin W. Bartle,**
Advertising Manager, Permacel, New Brunswick, N.J.

• • •

### *'Progressive Farmer' Was First with Split Run*

To the Editor: Thank you very much for noting the fact that *Progressive Farmer* "is one of the oldest magazines in the split run and regional field" on Page 8 of your Sept. 5 issue.

*Progressive Farmer* has been published in separate editions for nearly 75 years, and as far as we know that makes *Progressive*

### *Shirtsleeves Abound Among Engineers Also*

To the Editor: Mr. Elliott's solicitude (Voice of the Advertiser, AA, Aug. 15) for the shirtsleeved designers on our cover of July 25 twangs my heartstrings. He will feel better, I'm sure, over our Sept. 5 cover in which all five engineers are in shirt sleeves, or that of Nov. 9, in which Motorola's two top engineers are likewise ads for Arrow.

I suspect that Joe Llewellyn, ad manager at Marchant, had a real problem on his hands when he posed the some-shirtsleeves picture, not to get the designers to accept a lower status but to get these representative and creative Californians out of their sport shirts and into white shirts with ties for the portrait. They just won't believe Vance Packard . . .

**E. J. Tangerman,**
Editor, *Product Engineering*, New York.

NOW MEMPHIS 21st *

In Population among all U.S. cities

2nd IN THE SOUTHEAST
Behind only New Orleans

5th IN THE SOUTH
Behind New Orleans and the Texas cities of Houston, Dallas and San Antonio.

MEMPHIS gained 24.2% in population between 1950 and 1960, according to U. S. Census Bureau. It climbed from the 26th largest to the 21st largest city in the country!

*Write for:* EMPHASIS ON MEMPHIS

—a brand new marketing study which compares Memphis with other markets in the Southeast.

MEMPHIS CONSUMER PANEL STUDY

—the newest copy of a continuous panel survey—now in its 15th year—which records the pulse-beat of sales in 46 Grocery and 15 Drug Classifications.

*Source. 1960 U. S. Census Preliminary Figures

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS HOWARD NEWSPAPERS

Poof! There goes exasperation!

Life's too short to put up with needless irritations. Wise admen stay calm and relaxed—secure in the knowledge that they can depend on the Services of Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings
160 East Illinois St., Chicago 11 • DElaware 7-1541

### 'Splendored' or 'Splendid,' Ads Are Think Alikes

To the Editor: By the looks of two different ads in the same issue of the *New York Times Magazine* of Aug. 28, 1960, two advertisers seem to have pretty much the same idea . . . whether they're talking about the sweater or what goes into it. It's all in how you say it, apparently . . . "many splendored" or "many splendid."

**Francis Cullen,**
Sunhaven Land Co., Chicago.

### Two Advertisers Get Their Message Across the Same Way

To the Editor: No doubt many of your readers noted the striking similarity between the ads for *Ladies' Home Journal* and Associated Press, on Pages 57 and 105 respectively of your Aug. 15 issue.

**Robert L. Crockett,**
Public Relations Manager, Trinity Universal Insurance Co., Dallas.

*Reader Crockett is the only one to comment on the similarity of the two ads—a hand pulling a message off a Teletypewriter machine. The message is the ad copy. The "Associated Press" ad is really for KNX, Los Angeles.*

• • •

### It Wasn't Tuna, It Was Black Marlin, He Says

To the Editor: In Brazilian sportsman G. F. Wilda's haste to accuse *Field & Stream* of fakery in its ad featuring Kip Farrington (AA, June 13), he erroneously refers to the 1,135-lb. fish in the photograph as a tuna, when the opening sentence clearly labels it a black marlin. The photo is absolutely unretouched in any way. It was taken on the Cabo Blanco Fishing Club's mole in Peru with the coastal range visible.

Anyone who has been to Cabo Blanco, which we assume Mr. Wilda has not, can verify the authenticity of the background. His offer to "eat Mr. Farrington's next tuna alive, head, body and soul" if the photo wasn't faked, is an interesting one. We suggest a more apropos diet in this case is crow.

**Julien Dedman,**
Promotion Director, *Field & Stream*, New York.

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

*Farmer* the original separate edition publisher.

We appreciate ADVERTISING AGE's complete factual editorial coverage.

**Emory Cunningham,**
Vice-President and Advertising Manager, *Progressive Farmer*, Birmingham, Ala.

• • •

### Media Should Get Blame For Tasteless Ads Too, He Says

To the Editor: This horror of an ad—featuring a Frankenstein-type face to match an absurd copy point—certainly qualifies for your

THIS I GUARANTEE!
I don't look like this! Handsome profiles do not guarantee the best deal! See the friendly boys of MARK MOTOR CO., for the best deal on a '60 Mercury, Comet or English Ford.
BRAND NEW '60 MERCURY CHCI 2 DOOR SPORTS SEDAN with Merc-o-matic, heater and many other extras $2496
MARK MOTOR CO.
310 Hungerford Dr., Rockville, Md.
WA. 7-7313
Open Sunday

"Advertising We Can Do Without" corner.

While not condoning advertisers whose taste and/or common sense is questionable, I do believe media in which such monstrosities appear rate a finger-point or two. In most cases they are the so-called "good" newspapers and magazines; this ad ran recently in the well-regarded *Washington Post*.

Advertising media have a responsibility to both their readers and to the industry that helps keep them fat. By accepting trash masquerading as advertising, media both insult their readers and injure their feeders.

When printing "Advertising We Can Do Without," it might be wise to also print the name of the publication which should have nixed the offending ad in the first place. A little finger-pointing and the resultant embarrassment might wake media to the fact that they, too, have a stake in improving advertising.

**Murray Gelman,**
New York.

• • •

### Single Rate Would Reduce Some Co-op Abuses, He Says

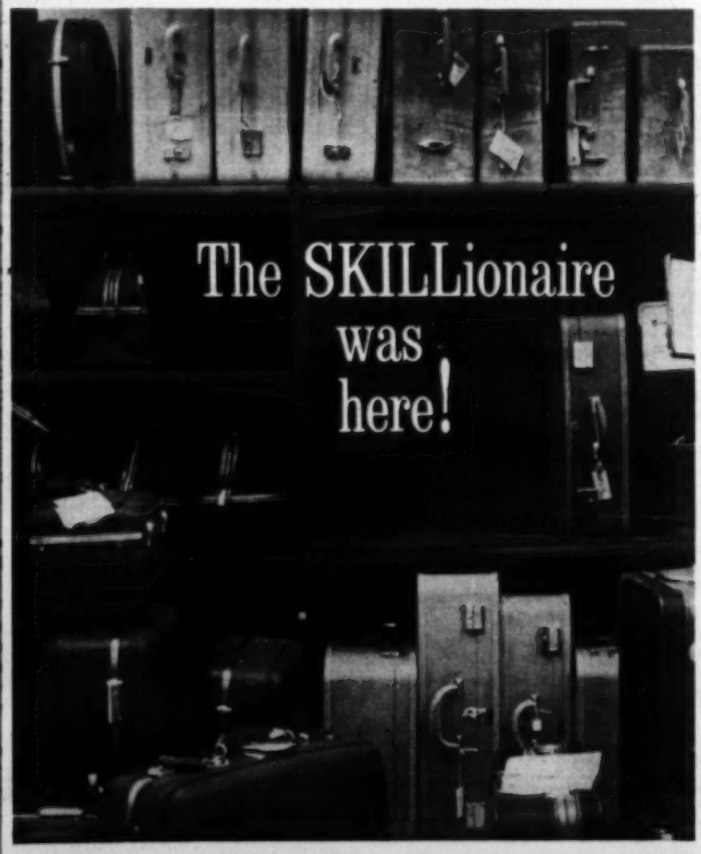
To the Editor: Bravo for your editorial on "The Single Rate Situation" in your Aug. 22 issue.

Not only would a single rate accomplish all you mentioned, it would also go a long way in reducing some of the abuses inherent in co-op advertising.

Beyond this, broadcast media might get a larger share of available co-op funds if multiple rate structures were eliminated.

Hope the influence you exert will help achieve this desirable goal.

**Lester Krugman,**
President, Cooperative Advertising Specialists, New York.




The Malt is the Witch!



That's how a Highlander says, "The malt makes the difference." Scottish barley malt, as unique to Scotland as scotch itself, is considered by many the ingredient that imparts the "character" to every scotch whisky made and bottled in the Highlands.

But all scotches are *not* all Scottish! Some "modern" scotches are bottled elsewhere than Scotland and with other than Scottish water! Thus, missing is the fine Scottish hand of an artisan distiller at the critical bottling stage; missing is the distinctive Scottish water that has coursed through the heather, the mountain glens and finally a mystic Highland burn.

For assurance that the scotch you select is Scottish through and through, look for a label such as this one found on the back of every bottle of ROBERTSON'S YELLOW LABEL SCOTCH.

DISTILLED IN SCOTLAND AND BOTTLED IN THE UNITED KINGDOM UNDER GOVERNMENT SUPERVISION

We at Robertson's are proud of our scotch tradition. For over 130 years ROBERTSON'S YELLOW LABEL SCOTCH has been made according to the very same methods and formula established by John Robertson, in 1827. Since then, nothing has changed but the increasing favor ROBERTSON'S YELLOW LABEL SCOTCH has found far beyond its Highland origins. Select your scotch tastefully.

ROBERTSON'S YELLOW LABEL SCOTCH

IMPORTED IN THE BOTTLE FROM SCOTLAND

86.8 PROOF • 100% SCOTCH WHISKIES • KOBRAND CORPORATION, NEW YORK 1, N. Y.

FAN
No shortage here of
BRIGHT IDEAS
Let our large creative department be of assistance to you in the preparation of your next series of TV commercials or industry programs.
FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.



OWN BANKER—*Continental Illinois Bank, Chicago, is using newspapers and radio to announce its Family Banking Center, a bank-within-a-bank in which each family has a designated person to help at any time with any banking service. Earle Ludgin & Co. is the agency.*

"You mean I can get all these things in the Family Banking Center?"
"...and many more...come in or call me any time"
New FAMILY BANKING CENTER
CONTINENTAL BANK



# GOOD ADVICE TO AD AGENCIES:

- **For getting new clients**
- **For holding old clients**

Every successful advertising agency executive knows that clients like to do business with agencies that "talk their language"—that know what the business world, as well as the advertising world, is all about.

Sure, clients want imaginative campaigns which move merchandise and increase profits. They all do. But how many times have you heard businessmen refer to the "Madison Avenue fellows" who linger in ivory towers far from the arena of practical business?

That's one unwarranted misconception some agencies never have to worry about. In common with most agencies, they're staffed by real businessmen . . . but they do have an outstanding advantage: *Right in their offices is a Dow-Jones Instant News ticker.*

To clients, the Dow-Jones ticker instantly signifies *business*. Its industrious *clickity-click* says for all to hear: *This is an agency that is in touch with business every minute.* It gives clients confidence in the agency's business approach. And when the agency contact men transmit valuable information to the clients before it appears in newspapers, the clients' reaction is: an agency as alert as this one is can be depended on to keep ahead of competition.

And in dozens of ways, the Dow-Jones ticker helps the agency create more forceful campaigns—more impactful because they're geared to real happenings . . . more timely because they're geared to news that is still news!

The cost for this unique, dependable aid is realistically economical. You'll be surprised at how easy it is for your agency to afford the Dow-Jones Instant News Service—a service you really can't afford to be without!

**DOW-JONES IS FIRST WITH NEWS YOU CAN'T ANTICIPATE**
**...and in addition, is first with all these basic reports every day:**
Securities and commodities news
Labor developments
Government decisions
Corporate financing plans
Plant expansion and relocation news
New sources of supply
Sales leads
**...and many other developments of prime importance.**

**DOW-JONES *Instant News* SERVICE**

44 Broad St. New York 4 | 711 W. Monroe St. Chicago 6 | 1325 Lakeside Ave. Cleveland 14
1540 Market St. San Francisco 19


## Westinghouse Unit Backs Eagles Games in Philadelphia Area

PHILADELPHIA, Sept. 13—Westinghouse Electric Corp. Atlantic Region, Westinghouse distributor here, has scheduled a $250,000 fall ad program in this area for its tv and stereo-hi-fi products using newspapers, tv, am and fm radio, outdoor and *TV Guide*.

Starting the week of Sept. 26, five-column ads will appear in the *Philadelphia Inquirer*, the *Philadelphia Bulletin*, *Wilmington Journal* and *Wilmington News*, and will continue for ten insertions. Each ad will feature a two-free-tickets offer to a Philadelphia Eagles football game, and each will include dealer listings.

The tv portion of the campaign includes co-sponsorship of four Eagles' pre-season games on WCAU-TV and full sponsorship of 15-minute warmup shows preceding live telecasts of the full professional league schedule on the station. Co-sponsorship of all Eagles' games on WCAU and WCAU-FM are listed for radio. WPEN-FM and WHAT-FM will also be used for saturation spot campaigns.

A schedule of spreads and half-pages in the Philadelphia edition of *TV Guide* will contain dealer listings. The campaign also includes facing half-page ads in Eagles' programs and a rotary outdoor spectacular using a 16 by 48 ft. board and 20 ft. cutout of a Picture Window—23 Westinghouse tv set. Pre-campaign mailings to dealers tied-in with the Eagles season.

Wermen & Schorr is the agency.

### *Dr. Horsch Joins MR Institute*

Dr. Alfred C. Horsch has joined the Institute for Motivational Research, Croton, N. Y., as a staff specialist in marketing. Dr. Horsch was formerly director of Printers' Ink Books, executive editor of McGraw-Hill's college textbook series in psychology and exec vp of Pitman Publishing Corp.

### *Four Buy 'Play of Week'*

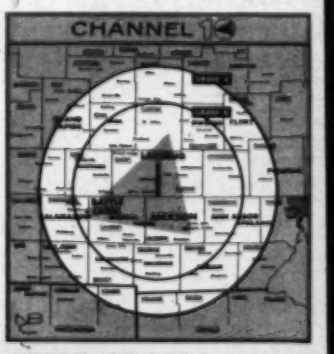
National Telefilm Associates, New York, has sold its "Play of the Week" to WRC-TV, Philadelphia; WHEN-TV, Syracuse; WTOL-TV, Toledo; and WTVR, Richmond. The series now has been sold in 56 markets, where it has attracted a number of national advertisers.

### *York Boosts Thompson*

The York division of Borg-Warner Corp., York, Pa., has promoted Kenneth J. Thompson from sales promotion manager for packaged products to sales promotion manager for all York divisions.

The King of the Golden Triangle takes three mid-Michigan markets with a grade signal and gives you the jump 46% of the state's population (outside troit). Nationally 11th in Retail Sale 26th in TV Households**. Check th facts with Venard, Rintoul & McConn Inc. Your move!

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59




SERVING MICHIGAN'S
GOLDEN TRIANGL
Associated with / WILS – Lansing, WPON – Pont

# Electric Utilities Say FPC Crackdown on ECAP Ads Raises Censorship Issue

WASHINGTON, Sept. 15—The electric utilities charged today that the efforts of the Federal Power Commission to crack down on their anti-public power ads raise issues of censorship and unfair procedure which ought to be reconsidered.

In a motion urging the commission to take another look at its recent verdict requiring special bookkeeping treatment for "political" ads, the utilities protested it is "almost violently unfair" for the government to get into the electric business and then use its regulatory power to penalize private utilities for buying advertising space to tell their side of the story.

■ After almost two years of maneuvering, FPC last month ruled that eight out of 29 magazine ads sponsored by the utilities in the 1957 ECAP (Electric Companies Advertising Program) through N. W. Ayer & Son were political (AA, Aug. 22).

The commission said 76 big utilities which contribute to the support of the ECAP program must adopt new accounting procedures so that "political" ads are not lumped with other kinds of advertising which are routinely accepted as proper operating cost for rate-making purposes.

In the motion for rehearing today, the utilities protested that their effort to show that consumers, stockholders and employes all benefited from the ECAP ads had been "completely ignored." Utilities warned FPC that they are ready to go to court if the request for rehearing is rejected. They want the effect of the FPC order held up until courts have a chance to consider their case.

■ Repeatedly during the two years of litigation, the utilities tried unsuccessfully to submit testimony from industry experts and outsiders about the competition which private utilities face from public power.

But FPC has refused to consider the testimony. It takes the position that the ECAP controversy involves only accounting procedures and that utilities will still have a chance to defend their expenditures for "political" ads when they are before federal and state regulatory agencies in rate-making procedures.

■ The utilities contended today that FPC got off on the wrong foot by assuming in advance that "it is difficult to conceive of any evidence that would justify a conclusion" that the ads had any purpose other than political.

"The commission's basic fallacy arises out of its failure to take into account the nature of the problem which confronts the respondents," the petition said.

"Had the published advertisements been for the purpose of strengthening their competitive position vis-a-vis their competitors producing and selling some other form of energy—gas or coal—there would be no question as to the classification of such advertising expenses, provided they were just and reasonable.

■ "Had any one of the respondents published an advertisement for the purpose of strengthening its competitive position vis-a-vis another investor-owned electric utility, there would be no question as to the classification of such advertising expenses, provided they were just and reasonable.

"In this case, it happens that the most formidable competitor these companies face is their own government. That situation is not of the respondent's choosing. It is not their fault—indeed, it is beyond their control—that their arch-competitor, competing in its proprietary capacity, from time to time favors itself in that capacity through legislative and executive measures.

"It is beyond the respondents' control that the same competitor utilizes funds which are derived either from taxes or from payments by its consumers to publicize its own side of the competitive picture. If such publicizing be 'political,' let the government step out of this political role.

"It is beyond basic decency for the government itself to indulge in such practices, and then, when respondents attempt to do likewise, to say that because it—the government—is the competitor in this instance, normal and usual accounting for respondents' advertising expenses shall be condemned."

■ The power commission had noted that the Supreme Court early this year in Cammarano vs. U.S. ruled that ads which were used by liquor dealers to fight a dry law referendum were "political" and were not a business deduction for income tax purposes.

But the ECAP companies which also face action from the Internal Revenue Service seeking to disallow "political" ECAP ads, argued today: "This is not a case like Cammarano, where the federal government was neither a wet, nor a dry, and where it could argue plausibly that it should stay its hand and not grant tax assistance to either side of the controversy.

"In the present case," the utilities emphasized, "the government is up to its neck on one side of the controversy. It or its controlled agencies spend tax dollars and rate-payers' dollars to compete with respondents, not merely with the usual weapons of competition, but with governmental weapons as well."

■ The utilities brushed aside a portion of the power commission decision which contended that the assignment of "political ads" to a "below-the-line" account, separate from ordinary advertising, still did not preclude rate-naming bodies from permitting the utilities to recapture this cost if they feel it is reasonable. "It is obvious," the petition snapped today, "that when a particular item of operating expense is forced 'below the line,' it stays there."

Attorneys for the utilities expressed indignation over a portion of the FPC decision which said it would be "unwarranted and possibly unfair" to use an accounting system which would force rate-payers to pay for "political" ads with which they may disagree.

■ "The question of whether any rate-payers differed from the views expressed in the advertisement is irrelevant," the petition argued. "The relevant question is whether respondents exercised sound business judgment in believing the advertisements would benefit them and the rate-payers."

Differences exist over other costs, but no similar distinctions are made in the system of accounts, the utilities pointed out. "A utility's customer who sells coal undoubtedly disagrees with a decision to use oil or gas as better fuel. But proper accounting classifications cannot be determined by a popularity poll." #

### Compton Names 2 VPs

Richard H. Hurley and Harold V. Rover, account supervisors at Compton Advertising, New York, were named vps of the agency.

# Last Minute News Flashes

### McCarthy Moves to Wesley Associates as President

NEW YORK, Sept. 16—Cal J. McCarthy Jr., previously a vp and account supervisor with Foote, Cone & Belding, has been named president of Wesley Associates. L. G. Wesley, founder, becomes executive committee chairman. Mr. McCarthy had been with Ruthrauff & Ryan; Ellington & Co.; David J. Mahoney Inc.; MacManus, John & Adams; and Kelly, Nason before Foote, Cone. The White Rock account followed him in all moves until he joined Kelly, Nason in 1958.

### Doner Adds Youthcraft, Corde de Parie

NEW YORK, Sept. 16—W. B. Doner & Co. has been named to handle advertising for Youthcraft Creations and Corde de Parie, foundation garment manufacturers. Both accounts were with Leber & Katz. Sidney Garfield, president of the New York office of Doner, said this week that billings for the entire Doner agency (offices in six cities) are up from $18,700,000 in 1959 to more than $21,000,000 this year. He said billings increases in New York were about the same as in the rest of the organization. The New York office currently is billing between $7,000,000 and $7,500,000 (*for news of Doner and the U.S. Time account, see story on Page 1*).

### Brach Candy Names Shaw for $700,000 Account

CHICAGO, Sept. 16—E. J. Brach & Sons, candy manufacturer, has appointed John W. Shaw Advertising to handle its $700,000 account, effective Nov. 1. About 15 agencies competed for the account, which was resigned in July by Tatham-Laird (AA, Aug. 1).

### Harris Seizes Cuban Plane; Other Late News

• **Harris & Co.,** Miami agency on the hook to media for some $250,000 in Cuban tourist advertising, carried its fight against the Castro government to New York, where it succeeded in attaching a Britannia turbo-prop plane operated by the government-owned Cubana Airlines. The writ of attachment was issued by Justice Henry C. Epstein, of New York supreme court.

• **Crane Ltd.,** Montreal, manufacturer of plumbing and heating equipment, has moved its account from Cockfield, Brown & Co. to Foster Advertising. The account reportedly bills about $250,000 a year.

• **Edgar B. Ferree** has been advanced from managing director of Kenyon & Eckhardt's Toronto office to general manager of the agency's Canadian operations. He remains a vp. Robert McCausland, office manager in Montreal, will now be responsible to Mr. Ferree; up to now the agency's Montreal operation was run separately. In addition, the agency announced that John Markey, formerly marketing director and vp of Brooks Advertising, has been appointed marketing director and vp.

• **Marsteller, Rickard, Gebhardt & Reed,** Chicago, has resigned Dole Valve Co., Morton Grove, Ill., manufacturer of automatic valves and controls, reportedly because of "reduced activity." Dole said it is talking to several agencies. The account bills an estimated $100,000.

• **Procter & Gamble** currently is running a new campaign for two new Duncan Hines cake mixes—angel food and vanilla creme chiffon. Preprinted "hi-fi color" ads, equivalent to full pages, are appearing in newspapers in Chicago, St. Louis and 12 or 13 other cities. P&G declined to say what other media are being used. Compton Advertising, New York, is the agency.

• **General Mills,** Minneapolis, is using 1,000-line newspaper ads to introduce new 21-oz. cans of Betty Crocker instant mashed potatoes in test markets—Providence, Syracuse, Cleveland and Indianapolis. The 24-servings container—three times the conventional carton size—opens with a key and is reclosable to keep contents fresh. Knox Reeves Advertising, Minneapolis, is the agency.

• **Pilsen Brewing Co.,** Chicago, currently is talking to four or five agencies. Barlit Productions, Chicago, handles Pilsen, which reportedly bills about $100,000.

• **Grant Advertising,** New York, has named Albert V. Lowe, formerly at Erwin Wasey, Ruthrauff & Ryan, as account supervisor on the International General Electric account, and Robert Burnand has been transferred to New York from Chicago as international account executive for export advertising on Pillsbury, Hamilton Watch, Ex-Lax and Tidewater Oil.

• **McCann-Erickson** has been named task force agency for the 1961 Advertising Week campaign set for next Feb. 5-11. Emerson Foote, McCann president, has been named national plans chairman of the drive, designed to promote a positive public image of the industry.

• **Charles E. Van Voorhis,** vp and account supervisor of Ketchum, MacLeod & Grove, has been transferred from the Pittsburgh office to the agency's New York staff. With him goes the center of service operations for two KM&G accounts: Gulf Oil Corp.'s petrochemicals department and Goodrich-Gulf Chemicals. Richard Ulrich, account executive on the chemical accounts, also will move from Pittsburgh to New York. (The agency opened a Houston office Sept. 1 to service Gulf Oil, which transferred its marketing operations to that city.)

• **James Kelso** has been named to the new post of national merchandising and advertising director of Drumstick Inc., Columbus, O., ice cream novelty manufacturer, effective Sept. 19. He formerly was a vp of Byer & Bowman Advertising Agency, Columbus, where among other duties he worked on the Drumstick account.

• **North American Philips Co.** is starting a multi-million-dollar fall campaign with four-color ads in the current issues of *Life* and *This Week Magazine* to introduce its new Norelco "floating head" electric shaver. Most of the budget is going into spot tv, which breaks this weekend in 150 markets. Newspaper ads are also planned. C. J. LaRoche is the agency.

• **Schick Inc.,** Lancaster, Pa., is re-invading the European market this fall, with shavers exported from the U.S. Tom Moore, head of Schick's international operations, has been shifted to new headquarters in Lausanne, Switzerland, from where he will direct marketing operations in Britain, France, Switzerland and Italy. Lambe & Robinson-Benton & Bowles is handling the advertising in Britain and Publicis has been named for France.

# Doyle Dane Adds Olin Mathieson Institutional

### FC&B, K&E Reportedly Competed for Account Previously with D'Arcy

NEW YORK, Sept. 15—Doyle Dane Bernbach Inc., which picked up about 20 new accounts in 1959, today landed its 10th new account of 1960 (it's running a little behind last year's pace)—the institutional advertising of Olin Mathieson Chemical Corp.

Doyle Dane reportedly beat out two larger agencies—Foote, Cone & Belding and Kenyon & Eckhardt—for the task of developing a corporate image for the diversified chemical company.

Olin Mathieson's institutional account billed as high as $3,000,000 a year at D'Arcy Advertising when the company was sponsoring "Small World" on CBS-TV. Henry Hunter, director of communications for Olin, said today the future budget would depend on the new agency's recommendations.

Doyle Dane becomes Olin Mathieson's 11th agency. D'Arcy retains four divisions—Winchester-Western, packaging, energy and metals.

Doyle Dane already has a chemical account, Chemstrand Corp., but it was deemed to be non-competitive since Olin Mathieson has no textile operations. #

# Nielsen Ready to Offer Print Media Measuring Service

NEW YORK, Sept. 16—A. C. Nielsen & Co., Chicago, will announce its new print media measuring service at a press conference here Tuesday.

The company said the Nielsen Media Service "measures television and magazine audiences in a single national panel to provide information on the families reached by media combinations."

Earlier this year it was learned that under the new service Nielsen will check the audience characteristics of 11 magazines, along the same lines as it now checks listening audiences (AA, July 25).

Objective of the new service is to help an advertising buyer decide which media mix would be most valuable to him. #

TIO FIRST—*The Television Information Office's first paid ad, a full page, will appear in October issues of Atlantic, Harper's, Saturday Review and The Reporter. McCann-Erickson is the agency. TIO says the purpose is "to get to non-fan viewers and remind them that some of the things they keep screaming for are on tv."*

## Ads Pushing Private Wares Merely Offset Political Pressure for Public Goods: Morgens

(Continued from Page 1)

about it; and I'd like to offer these comments:

■ "First of all, it ought to be pointed out that this country now has the best schools, the best equipped hospitals, the finest housing and the most extensive highway system in the world. What's more, our rate of providing all these things has been stepped up enormously in the past decade . . .

"I'm not saying that there isn't room for, or a need for, further improvement. I'm just saying that we should recognize what has been accomplished . . .

■ "Secondly, it should be pointed out these items which are said to fall into this public sector have plenty of pressures behind them. If, as is said, advertising tends to put pressure behind commercial products and services, our political system tends to put a great deal of pressure behind the non-commercial items. In fact, much of our political mechanism in this country seems to exist for the purpose of detecting, arousing and satisfying people's wants. Some of our politicians appear to make a career out of telling people what they should want and then offering to get it for them. What's more, the media of the nation are available for this purpose—usually without charge.

"I am not implying all this is wrong. I am merely saying that there is a balancing factor to the pressure behind the commercial products. The balance may not be everything that some people think it should be, but by and large the people of this country get from the government, as well as from private manufacturers, just about what they want.

■ "Third, once we depart in any substantial way from giving the people the opportunity to decide for themselves what they want, I really do not know who in government, or what government procedure, is wise enough to 'allocate' the nation's resources in the people's best interests.

"In the Soviet Union, incidentally, the government put massive sports arenas, subways with crystal chandeliers, and vast and elaborate exhibit buildings for propaganda purposes ahead of housing needs of the people. In Russia, also, the national government had to issue an edict directing architects to make their buildings less ornate so that they would be less expensive to build and to maintain. The architectural results were not something to be desired. For myself, I'll swallow occasional tail fins on automobiles to give free rein to design.

■ "Fourth, and above all, I believe there is room in this country for the full play of private initiative plus whatever is needed for such things as education and medical care. If there isn't room for both, all arguments are off, as far as I'm concerned. But I think definitely there is room for both. And I think it is essentially a backward philosophy to argue that private endeavor must be curbed so that the government can 'allocate' more of the resources of the nation in the way it thinks is best for the people."

■ The head of the nation's second largest advertiser observed that "Madison Ave. seems to be replacing Wall St. as a whipping boy," and he said the best answer to these attacks is a restatement of the basic principles of advertising. He stated these principles as follows:

1. Advertising is only one part of the total selling and distribution job, and it therefore should not be isolated for praise or condemnation. There is, for example, no basic difference between the cost of advertising and the cost of salesmen.

"Therefore, advertising expenditures alone are not an accurate or complete measure of relative selling costs or relative selling power."

2. Advertising's chief role is "selling the consumer," but it is not the only way to do that job, and it must compete with other ways. "For example, one of P&G's chief competitors in the toilet goods field relies mainly on door-to-door salesmen."

(Mr. Morgens was obviously referring here to Avon Products.)

Advertising also must compete with retail store brands, he said. "It has been estimated that almost 20% of total volume of grocery sales, for example, is currently in retail owned brands.

"Occasionally one hears talk of a tax on advertising. If the cost of advertising should be increased disproportionately—through taxation or some other measure—these other methods of selling the consumer would certainly benefit."

3. Procter & Gamble believes that advertising is "the most effective and efficient way" to sell the consumer. "If we should ever find better methods of selling our type of products to the consumer, we'll leave advertising and turn to these other methods."

■ Advertising's effectiveness, he said, stems from these factors:

• It creates new markets "more rapidly, more intensively and less expensively than any other method of selling. In our own industry the rise of personal cleanliness has closely paralleled the rise in advertising of soaps and detergents in every country in which we do business."

Advertising did not create this desire for cleanliness, he said, and advertising can never force a large number of people to buy things they do not want. "Advertising can only create a new market for products which fill a genuine—though often unexpressed or latent—consumer want . . . The basic need or desire must be there to begin with."

• Advertising lowers costs to the consumer because it helps produce large volume, which results in savings in manufacturing and distribution costs, he said.

"Once a mass market has been created for a certain type of product—and once mass production equipment and techniques have been developed for that type of product—it is, of course, possible for someone else to take a free ride for a time by selling the same type of product at a lower cost by not using advertising.

"However, it would be a great fallacy to go on from there and to infer that all such products would be cheaper if there were no advertising on any of them. In fact, the contrary would be true."

• Advertising brings about product improvement. There is a constant struggle to make marketing dollars work more effectively, and "this struggle acts inevitably as a spur to the development of better and better products."

The advertising end of the business constantly prods and pushes research people to come up with product improvements, he said.

"Advertising cannot sell a poor product . . . I'll go further. Advertising cannot sell a product for very long in a competitive market if that product stands still quality-wise."

• Advertising increases competition. "Any company with a new product idea can through advertising tell the world about it in short order. This opportunity spurs competition through the creation of new products. This in turn means that established products must improve in order to live.

"The very essence of advertising is that it is an instrument of competition. If one believes in competition—and we surely do—it is hard not to believe in advertising. To our mind it is completely irrational and certainly contradictory to be *for* competition and *against* advertising."

■ In another talk at the NICB conference here, Leonard H. Clark, manager of marketing, Standard Pressed Steel Co., reported that his company "long ago rejected the dreamy idea that the objective of advertising can be blandly stated as 'increasing sales.' "

Mr. Clark said: "That's too general a statement to guide administration of a 30-man department, supervise two advertising agencies and allocate a seven-figure budget to products of several divisions.

"We must know specifics before a word of copy is written or a line is drawn on a layout pad. We determine at a marketing meeting of department heads two basic things: What we have to sell; who is going to buy it. On the basis of a given job to be done, and its weight within the over-all marketing structure, we set a budget for a campaign."

■ Mr. Clark said Standard Pressed Steel sets its ad budget in the fall of each year, determining the number of promotion campaigns and the nature of the advertising; anticipating one new product promotion for each division; and keeping the budget flexible enough to accommodate surprises and additions later on.

Mr. Clark urged companies to get to know the style and strong points of their agencies. This, he said, will pay dividends "in reducing the amount of rejected layout and copy."

■ The marketing director of another industrial company—Arthur P. Felton, of American Brake Shoe Co.—strongly recommended the use of marketing research in all stages of market planning.

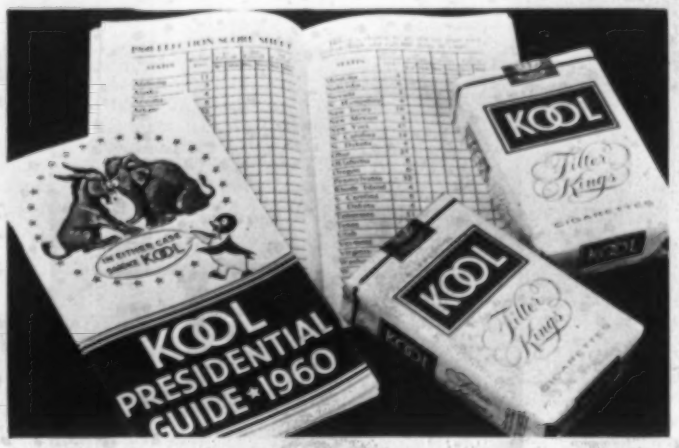
Mr. Felton pointed out that too often companies only call in market research "after a lot of unnecessary 'wheel-spinning' has gone on, or only to confirm somebody's preconceived convictions." He said that, properly used, market research can help to answer such questions as: Where are we now and how did we get here? Where should we go in five, 10, 20 years? What must we do to get there?

■ Two other marketing executives told the conference that there is too much emphasis on volume and not enough on profits.

E. F. Buryan, marketing vp of W. A. Sheaffer Pen Co., decried "the insistent urge for volume that creates the temptation to merely trade dollars." Mr. Buryan said sales and advertising programs must be measured "against the benchmark of profitability. Volume alone does not always produce profit, and the marketing executive must keep this truth before his staff, lest it be forgotten in the excitement of the chase."

■ Thomas Bell Jr., general sales manager of Photostat Corp., suggested that salesmen and sales supervisors be rewarded for their contributions to profits, rather than for their sales volume alone.

He reported that his company had recently posted a record of rising sales but declining profits, and he said that "one of the causes of this situation was the fact that compensation of branch managers was based solely on sales volume. They had every motivation toward increasing sales but no motivation nor responsibility toward profits."




KOOL GUIDE—*Brown & Williamson Tobacco Corp., a part sponsor of NBC's tv coverage of the political conventions and election night returns, is offering a 60-page election fact book free with the purchase of two packages of its Kool filter cigarets.*

## Economy Car Boom 'Reflects Changes in Society'

NEW YORK, Sept. 16—Compact cars accounted for 29.3% of U. S. automotive sales at the retail level last month. In 1961, when four additional Detroit-built compacts will be on the market, these economy models will probably account for at least 35% of sales.

The compacts, together with other low-price cars (Ford, Chevrolet, Plymouth), took 74.9% of the market in the first seven months of the year. By the end of the year they should be taking close to 80%.

These trends were spotlighted today by Byron J. Nichols, sales vp of Chrysler Corp., in a talk to the annual marketing conference of the National Industrial Conference Board. Mr. Nichols, who predicted a 1961 car year of at least 6,500,000 units (including imports), said:

"The increasing interest in economy appears to be the result not of fad or novelty but of basic changes in the American society itself." #

## ABC May Provide Twin Forms for Free Copy Info

(Continued from Page 2)

ABC's conviction that the basic distinction between paid and free is part of the information needed by space buyers today.

■ Mr. Haire told AA that the proposal represented a "compromise in the position of many business paper publishers."

"The compromise," he added, "preserves the basic distinction between paid circulation and free distribution that enables a paid circulation publisher, at his option, to give the buyer all possible information about whatever supplementary free distribution may be used."

Last June the ABC board, meeting in Quebec, voted to eliminate all reference to unpaid distribution. If finally okayed, this move would have ended a practice that has been in effect for about three years.

■ Mr. Littleford said yesterday, however, that the Quebec action "was more extreme than necessary to preserve the image of the ABC as a paid audit."

Mr. Haire said the current proposal represented "a definite compromise." The new step—which could possibly get final ABC sanction at the group's next board meeting in October or at the Dec. 7-9 meeting in Chicago—could "give the buyer what he seeks, satisfy publishers who want to disclose more information about their unpaid, and yet still preserve the ABC image as the auditing organization essentially for paid circulation publications."

Asked to comment on whether an ABC statement that included an audit of free distribution would be comparable to the Form B used by Business Publications Audit of Circulations, Messrs. Haire and Littleford pointed out that ABC requires standardized classification breakdowns, which the BPA Form B does not.

■ "A change in the 70% rule [that percentage of a publication's circulation which must be paid to qualify for ABC membership], is not part of the new proposal," Mr. Haire said. He added that it is expected that the 70% rule "will be maintained."

Asked if the new proposal might eventually result in a single audit, Mr. Haire said, "The adoption of this proposal would neither bring a single audit any closer nor push it farther away. There are so many other considerations involved before a single auditing organization could evolve that this proposal was made without any consideration of the possibility of a single audit." #

### JWT Promotes Borland

M. C. Borland, vp of J. Walter Thompson Co., Los Angeles, and service representative on Douglas Aircraft, has been named temporary head of JWT's Los Angeles office. He succeeds Tom R. Cooper, who "has elected to resign and remain in California rather than assume new duties in the company's New York office."

### United Equity Names EWRR

United Equity Life Insurance Co. of Chicago has named Erwin Wasey, Ruthrauff & Ryan, Chicago, to handle its advertising. United Equity, a new company, will break a test advertising campaign in newspapers and radio in September or October.

### Paul Rejoins Gladding, McBean

Allan Paul has been named advertising and public relations manager of Gladding, McBean & Co., Los Angeles, succeeding Carleton P. Adams, who has been promoted to western regional sales manager. Mr. Paul, who was associated with Gladding, McBean from 1947 through 1956 as advertising and sales promotion manager, has been public relations director for Rose Marie Reid since 1957.

SILENT SOUND—*Phyllis Stewart pauses in her tour of the 1960 machine tool exposition in Chicago to admire a ring design being engraved into a ruby by a Sheffield ultrasonic machine tool.*

# Machine Tool Show Reveals Bigger Demand Than Industry Anticipated

CHICAGO, Sept. 14—An investment of $20,000,000 to $25,000,000 to stage the 1960 Machine Tool Show today appears to have been a prudent investment on the part of machine tool manufacturers.

Ludlow King, exec vp of the National Machine Tool Builders Assn., told ADVERTISING AGE that exhibitors at the show have been elated with the number of inquiries they have received and the quality of show visitors.

"Because business this year has been running about the same as last year, many manufacturers came into the show with little enthusiasm," Mr. King said. "Now they are much more optimistic about the remainder of the year. They have had many more inquiries than in 1955, when the last show was held, and many more of the inquiries have come from people in key positions."

■ In contrast to previous shows, not much sales literature was handed out to show visitors. At this show, each visitor was given a name plate, similar to a department store charge plate.

If a visitor wanted certain information from companies on specific machines, he presented the name plate, indicated what literature he wanted, and his name was stamped on an inquiry blank. The literature was mailed later to the man's office and was waiting for him when he returned from the show.

While pointing out that machine tool companies do not do any selling at the show, Mr. King said that many prospects indicated strongly to exhibitors that they were interested in buying new equipment.

"Many visitors found more new machines on display than they had expected," Mr. King said. He added that despite the fact that two other machine tool shows are currently being held in Germany and France, more than 1,000 foreign visitors attended the Chicago show.

The industry last year sold $512,000,000 worth of cutting-type machines, which constitute the bulk of machines manufactured. Sales of these machines this year are running about the same level, but Mr. King said many manufacturers were expecting an upswing during the last three months. In 1958, the industry sold $283,000,000 worth of these machines.

Merchandising has become increasingly more important in the machine tool field, but you could never tell this from attending the machine tool exposition.

All of the 123 exhibits at the show look pretty much the same, with all of the machines on display painted a dull, unattractive gray. The exhibitors are clad in similar frocks and there are no fancy backgrounds or displays to dress up the exhibits. The decision to eliminate frills was made by the National Machine Tool Builders Assn., sponsor of the show, in order to save the manufacturers the expense of maintaining elaborate exhibits.

However, one machine tool executive told AA that many manufacturers in the field have adopted merchandising techniques borrowed from the consumer field to make their products more attractive.

Some manufacturers have set aside sections of their plants where full lines of machines are displayed in attractive settings. The machines are "dressed up" and displayed in good-looking backgrounds. "These displays take the machines out of the machine shop atmosphere," the executive said. His company has devoted 25,000 sq. ft. to in-plant display, he added.

There has been a strong trend over the past five years toward numerical or tape control of machine tool operations. Machine op-

*(Continued on Page 134)*


## Use Our Century of Publishing Experience

Cost-conscious publishers from coast to coast have found that the "know-how" gained from a century of publishing our own magazine, *The Nebraska Farmer*, saves them time, money and headaches.

It will pay you to investigate our complete facilities—*including 4-color web offset*—for producing magazines and all other printed materials.

WRITE, WIRE, PHONE

**Nebraska Farmer Company**

The Midwest's Fastest Growing Printing House
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

# Sell 6 Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality, name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

**Personal Letter**

Negroes listen, believe — and most important — *respond* to Rounsaville Radio. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. No matter what your budget . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio —you'll see! We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
*Owner-President*

**FIRST U. S. NEGRO-PROGRAMMED CHAIN**
**FIRST IN RATING IN SIX BIG MARKETS**

**WCIN** 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

**WLOU** 5,000 Watts—Louisville's only all Negro-Programmed Station!

**WMBM** 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

**WVOL** 5,000 Watts—Nashville's only all Negro-Programmed Station!

**WYLD** 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

**WTMP** 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

**ROUNSAVILLE RADIO STATIONS**

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
*Owner-President*

JOHN E. PEARSON CO.
*Nat'l Rep.*

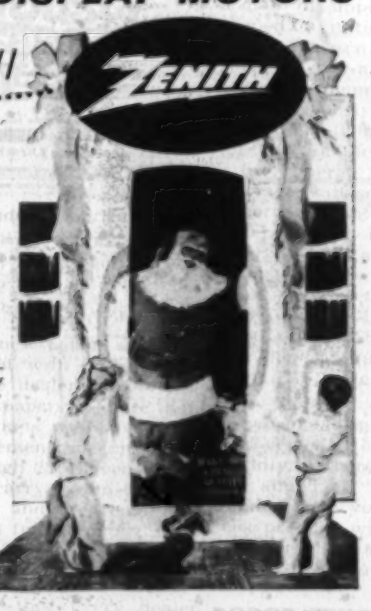
HAROLD F. WALKER
*V.P. & Nat'l Sales Mgr.*

DORA-CLAYTON
*Southeastern Rep.*

## HANKSCRAFT DISPLAY MOTORS help Santa sell ZENITH

Shoppers stop, look and buy when they see this compelling Zenith display. An overhead winklight goes on as Santa opens the door, and off as he closes it. Power is supplied by a Hankscraft synchronous AC Display Motor. It's another graphic example of sales power in action — animated by Hankscraft!

*This display produced by Knipschild-Robinson, Inc., Chicago, Illinois, for Zenith Radio Corp.*



COMPLETE ENGINEERING SERVICE for animating displays of all sizes. AC-powered or battery-operated. Send dummy to:

**HANKSCRAFT COMPANY**
*Display Motor Division*
REEDSBURG, WISCONSIN

World's Largest Manufacturer of Battery-Operated Display Motors. Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

*For Mid-America Advertisers . . .*

# BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

**GREATER ACCEPTANCE**

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

**CONCENTRATED MID-WEST MARKET**

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

**LOW COST**

Full page only $360 (12 ti. rate)

**COLOR IMPACT**

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

*This Day* Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

## Machine Tool Show

(Continued from Page 133)

erations are programmed on a tape, which eliminates human operators.

The advantages of tape control, the executive said, are (1) elimination of human error, (2) reduction of time, (3) the elimination of jigs and fixtures, (4) more accuracy and (5) the elimination of scrap. However, the executive pointed out, tape controls are not needed or practical for many machines. Machines having tape controls are twice as expensive as those without such controls, he said.

There also has been a definite trend toward greater accuracy and precision in the making of machine tools, AA was told. Some machines are accurate down to millionths of an inch.

■ On the advertising side, the executive said, many machine tool companies have reduced the number of business publications on their schedules and are running larger ads in fewer publications. More than one year ago, he said, his company reduced the number of publications on its schedule from 23 to four. Readership studies have since revealed that his company now is getting better readership from the larger ads (spreads and pages) in the four publications, he said.

An ad director of a large Detroit machine tool company also told AA that he thought many companies in the field had cut down on the number of business papers on their space schedules and added that his company had reduced its media list by 15% over the past year. "We are running the same amount of space now as in the past but we are much more particular about the publications we use," he said.

The Detroit executive said his company will increase its 1961 ad budget and predicted that other machine tool companies would take similar action.

■ The National Machine Tool Builders Assn. invested more than $100,000 promoting the exposition, which is put on every five years. Media included *Business Week*, several foreign business publications, and 12 major metal and tool publications.

From January through March, NMTBA ran a teaser campaign using the symbols, MMT-PE. Later ads explained that the symbols mean, Modern Machine Tools-Production Efficiency. The association also used five direct mail promotions for the show.

About 95,000 persons are expected to attend the exposition, which closes Sept. 16. The show is not open to the general public. The machines displayed in the 123 exhibits are valued at $25,000,000, with a combined weight of 14,500,000 lbs.

■ Following are some of the more unusual machines seen by AA at the show:

• The largest machine is a gigantic hydraulic press brake displayed by Cincinnati Shaper Co., Cincinnati, which can exert a pressure of 750 tons. The machine can bend and punch steel plate up to ¾" thick and 16' long, using air-bend dies.

• Kearney & Trecker Corp., Milwaukee, showed a tape-controlled machine which can perform five different operations—milling, drilling, boring, reaming and lapping. The cycle takes only 40 minutes, compared with a previous machining time of two and one-half hours.

• Giddings & Lewis Machine Tool Co., Fond du Lac, Wis., has a new 3-D contour milling machine which produces complex automotive forging dies under full automatic numerical path control. It saves more than 50% in actual machining time.

• National Acme Co., Cleveland, displayed a new tracer-controlled gear blank finisher which performs in 1½ minutes a lathe turning operation which formerly required 45 minutes.

• DeVlieg Machine Co., Royal Oak, Mich., had a new jigmil which works to an accuracy of 0.0001" with average time savings of 25% to 75% over conventional boring methods. #

THEY ALMOST MOO—*Mars Inc., Chicago, will promote three products —Mars Bar, Milky Way and Snickers—in 300 markets with outdoor displays like these, starting next month and continuing through October, 1961. Planned by Needham, Louis & Brorby, Chicago, the campaign is said to be the largest ever to promote candy in this medium.*

### Northeastern U Offers Distribution Courses

Northeastern University, Boston, will offer a new series of evening courses in distribution in University College beginning Monday, Sept. 26. Designed for those already employed in the field of distribution as well as those seeking opportunities in one of its several branches, the course offers subjects ranging from marketing research to economic geography. A certificate in distribution will be awarded after 30 semester hours of credit have been completed. Credits also may be applied toward a degree.

Four required courses in the program are marketing, principles of salesmanship, principles of advertising and transportation practice. The remainder of the courses may be chosen from among 18 electives.

### Wilson to 'American Legion'

A. Hughes Wilson Jr., formerly shooting development consultant for the Sportsmen's Service Bureau, New York, has been named Detroit ad manager of *American Legion Magazine*. He will be headquartered in New York, where he will head the magazine's sportsmen's advisory council.

### Sperti Products Names Sperber VP, Marketing Director

Ray L. Sperber, for the past 10 years director of marketing of Plough Inc., Memphis, has been named vp and director of marketing of Sperti Products, Cincinnati and Hoboken, N. J. Before joining Plough, Mr. Sperber was with Sterling Products.

Ray L. Sperber

The five operating divisions of Sperti are in Cincinnati, Columbus, New York, Adrian, Mich., and Ft. Pierce, Fla.

### DCS&S Has Eastman Chemical

In reporting the purchase of participations in four CBS-TV daytime shows by Eastman Chemical Products (AA, Sept. 12), Advertising Age incorrectly said J. Walter Thompson Co. is the agency. Actually Doherty, Clifford, Steers & Shenfield is the agency for Eastman Chemical. Time on the shows will be shared by another Eastman Kodak Co. division—the camera division, which is handled by JWT.

### Company of Writers Bows

Paul Harrison, formerly executive producer of Screen Gems, has formed Company of Writers, Hollywood. Associated with Mr. Harrison, executive producer, are Ivan Goff, Ben Roberts, Richard Murphy, Liam O'Brien and Marion Hargrove, all writer-producers. The operation is designed to have each of the writers, individually and collectively, create programs for agencies and sponsors in the programming of tv series, which then will be produced by the group.

## Nielsen Network TV

### Two Weeks Ending Aug. 21, 1960

*Copyright by A. C. Nielsen Co.*

### Nielsen Total Audience*

TOTAL HOMES REACHED

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | Esther Williams (Brewers Foundation, NBC) | 16,408 |
| 2 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 15,639 |
| 3 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 14,057 |
| 4 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 13,334 |
| 5 | All Star Football Game (Standard Oil, Carling, Revlon, ABC) | 12,475 |
| 6 | 77 Sunset Strip (Several sponsors, ABC) | 11,662 |
| 7 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 11,119 |
| 8 | U. S. Steel Hour (CBS) | 10,803 |
| 9 | Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS) | 10,803 |
| 10 | Perry Mason Show (Several sponsors, CBS) | 10,486 |

PER CENT OF TV HOMES REACHED†

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Esther Williams (Brewers Foundation, NBC) | 36.3 |
| 2 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 34.6 |
| 3 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 31.1 |
| 4 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 29.5 |
| 5 | All Star Football Game (Standard Oil, Carling, Revlon, ABC) | 27.6 |
| 6 | 77 Sunset Strip (Several sponsors, ABC) | 25.8 |
| 7 | I've Got A Secret (R. J. Reynolds, Bristol-Myers, CBS) | 24.6 |
| 8 | U. S. Steel Hour (CBS) | 23.9 |
| 9 | Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS) | 23.9 |
| 10 | Perry Mason Show (Several sponsors, CBS) | 23.2 |

### Nielsen Average Audience**

TOTAL HOMES REACHED

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 14,374 |
| 2 | Esther Williams (Brewers Foundation, NBC) | 13,153 |
| 3 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 12,204 |
| 4 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 10,396 |
| 5 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 9,989 |
| 6 | 77 Sunset Strip (Several sponsors, ABC) | 8,904 |
| 7 | Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC) | 8,769 |
| 8 | Perry Mason Show (Several sponsors, CBS) | 8,678 |
| 9 | The Rifleman (Miles Labs., Procter & Gamble, ABC) | 8,498 |
| 10 | U. S. Steel Hour (CBS) | 8,362 |

PER CENT OF TV HOMES REACHED†

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 31.8 |
| 2 | Esther Williams (Brewers Foundation, NBC) | 29.1 |
| 3 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 27.0 |
| 4 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 23.0 |
| 5 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 22.1 |
| 6 | 77 Sunset Strip (Several sponsors, ABC) | 19.7 |
| 7 | Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC) | 19.4 |
| 8 | Perry Mason Show (Several sponsors, CBS) | 19.2 |
| 9 | The Rifleman (Miles Labs., Procter & Gamble, ABC) | 18.8 |
| 10 | U. S. Steel Hour (CBS) | 18.5 |

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.
**Homes reached during the average minute of the program.
† Percented ratings are based on tv homes within reach of station facilities used by each program.

## Videodex Network TV*

### Aug. 1-7, 1960

*Copyright by Videodex Inc.*

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 27.8 |
| 3 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 24.6 |
| 3 | 77 Sunset Strip (Several sponsors, ABC) | 23.9 |
| 4 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 23.8 |
| 5 | The Untouchables (Several sponsors, ABC) | 23.5 |
| 6 | Comedy Spot (Pet Milk, S. C. Johnson, CBS) | 23.3 |
| 7 | Perry Mason (Several sponsors, CBS) | 23.0 |
| 8 | Diagnosis: Unknown (S. C. Johnson, Polaroid, CBS) | 22.8 |
| 9 | Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS) | 22.7 |
| 10 | What's My Line (Kellogg, Sunbeam, CBS) | 22.4 |

| Rank | Program | Homes** (000) |
|---|---|---|
| 1 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 12,200 |
| 2 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 10,700 |
| 3 | 77 Sunset Strip (Several sponsors, ABC) | 10,200 |
| 4 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 10,400 |
| 5 | The Untouchables (Several sponsors, ABC) | 9,900 |
| 6 | Comedy Spot (Pet Milk, S. C. Johnson, CBS) | 10,100 |
| 7 | Perry Mason (Several sponsors, CBS) | 9,900 |
| 8 | Diagnosis: Unknown (S. C. Johnson, Polaroid, CBS) | 9,800 |
| 9 | Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS) | 9,900 |
| 10 | What's My Line (Kellogg, Sunbeam, CBS) | 9,700 |

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

### Nicholas Named Ad Manager

Herbert M. Nicholas Jr. has been appointed advertising manager of Rockbestos Wire & Cable Co., division of Cerro de Pasco Corp., New Haven, Conn. Mr. Nicholas, formerly with Neary Advertising Agency, Beacon Falls, Conn., succeeds R. F. Coyle, who has resigned.

# The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

**AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928**

## HELP WANTED

**FREE-LANCE writers, photographers,** who want to produce feature material on regular basis as stringers for top-quality trade publication in farm and industrial power equipment field, please send brief resume to

Box 4042, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ADVERTISING MANAGER**

Direct mail company wants creative ad man with extensive direct mail art, copy, and production background. Must relocate. Write **Personnel Director, Fingerhut Mfg. Co., 3104 W. Lake St., Minneapolis 16, Minnesota** stating age, experience, education, and salary range.

**EXECUTIVE & CLERICAL**
**EXPERIENCED & TRAINEE**
**Publishers Employment**
**469 E. Ohio St., Chicago Su 7-2255**

**ADVERTISING-SALES PROMOTION**

Major midwestern newspaper has responsible position open for sales promotion-public relations man. Must be versatile writer with understanding of production techniques for all media and experienced in press relations and community relations administration. Ability to translate market data into intelligent sales presentation materials essential. Agency and/or newspaper promotion experience desirable. Salary open. Age 30-40. Send resume including samples demonstrating professional competence to

Box 4084, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**CREATIVE SALES PROMOTION COPYWRITER**

Evanston manufacturer requires experienced, steady individual to head up 3-person advertising department consisting of department head, layout artist and production man. Send complete resume, stating experience and salary required to

Box 4085, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**O P P O R T U N I T Y**

We have an opening in one of our offices for man with successful sales and producing experience in the club date, convention entertainment and/or sales dramatization field. If you have record for producing results in your own business or for someone else, and can personally meet our requirements, you can improve your earnings and secure your future in a growing and progressive company. Salary and profit participation. May be necessary to relocate. For interview reply in strict confidence to

**Jack Morton, President**
**JACK MORTON PRODUCTIONS, INC.**
**2000 K Street, N.W., Washington 6, D.C.**

**PART TIME SPACE SALESMEN OR AD MANAGER**
**Chicago - Near North**

Expanding neighborhood weekly needs ad salesman who can sell space on commission; knowledge of near north side would be extremely helpful.

Box 4086, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**BARNARD'S**
**A Specialized Placement Service**
**ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF**
**call or write**

**Miss Barnard Mr. Pollard**
**WA 2-2306 220 S. State St., Chicago 4**

**COPYWRITER WITH HOMESTUDY SCHOOL EXPERIENCE**

Free lance work on correspondence school ads and literature, and on promotion for self-help books. Phone or write in confidence. **Peter Ferrara, Adams Advertising Agency, Inc., Adams-Clinton Bldg., Chicago 6. AN 3-3589.**

**ADVERTISING ASS'T. WANTED**

Prefer man with several years experience in general adv. and sales prom. Capable assisting with nat. mag. adv., merch., etc. from ideas & copy thru prod. & ptg. Good opp. with nat. known firm in small Penna. city. Reply with full details to

Box 4087, ADVERTISING AGE
630 Third Ave., New York 17, New York

**Cleveland Space Salesman**

A fine newly-created opening for a young trade paper space salesman affording excellent growth and earnings is offered by established multiple business paper publisher. Base will be in Cleveland after close indoctrination in Chicago. Salary, expenses, commission. Early interviews in Cleveland or Chicago.

Box 4091, ADVERTISING AGE
200 E. Illinois St., Chicagi 11, Illinois

## HELP WANTED

**PROMOTION MANAGER**

Excellent position available with large organization—marketing promotion—merchandising background—experience should include

—a solid background in planning and developing full-scale sales and marketing plans
—strong sales orientation and selling experience
—specific knowledge of merchandising and promotion

This vacancy requires a man with five to ten years of management experience and a proven record of ability who can

—write promotion plans; present and sell them to the client
—analyze market conditions which call for specific promotions; develop them
—exercise creative quality control; budget control

Position located in New York City—Top company—Full scale benefits—Send two resumes—Include past earnings—All replies held confidential.

Box 4089, ADVERTISING AGE
630 Third Ave., New York 17, New York

**SPACE SALESMAN WANTED**

Eastern publisher needs energetic salesman to cover mid-western states. Salary plus expenses until switch over to straight 15% commission can be made. Territory should yield $200,000 per yr.

Box 4088, ADVERTISING AGE
630 Third Ave., New York 17, New York

**WANTED:**
**RELIABLE SALES PRODUCER ONLY**

Leading national newspaper seeks top salesman for No. 1 territory (New York). Excellent commission. Act today; our positions are filled fast.

Box 4062, ADVERTISING AGE
630 Third Ave., New York 17, New York

**OPPORTUNITY** for an experienced **ART SALESMAN** Who can really sell! Guarantee and commission. Highly experienced group forming new cooperative studio in Los Angeles Area.

Box 27 R 843, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Unusual opportunity in top fifty am-fm-tv market for promotion-marketing manager. Mature man with proven background of audience-winning, sales-developing ideas will find secure future with exceptional benefits. Send complete resume and recent photo to

Box 4112, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**EXECUTIVE SECRETARY**

President of advertising agency seeks hard-working, ambitious young woman. Excellent secretarial skills, keen sense of responsibility and advertising background prerequisites.

Box 4113, ADVERTISING AGE
630 Third Ave., New York 17, New York

**MOLENE PERSONNEL SERVICE**

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ... sales
"All is grist which comes to our mill"
**ANdover 3-4424, 105 W. Adams St., Chgo 3**

**COPYWRITER** to sell professional books by mail to medical profession. Graphic art production knowledge essential, plus simple layout aptitude. Excellent opportunity for man combining creative and administrative capacities to advance to greater responsibility in overall advertising program of Chicago Medical Publisher. Sell us by personal letter. Include job history, details of college education, snapshot and salary requirements.

Box 4090, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**INDUSTRIAL WRITER-EDITOR FOR PUBLICITY, ADVERTISING COPY**

Chicago agency billing $6 million offers unusual opportunity for experienced business paper or newspaper financial writer in new press dept. We want good rewrite-desk man to assist veteran PR director and account executive on news releases, feature articles, industrial advertising copy. Accounts in chemical, metals, building, financial fields. All benefits. Salary commensurate qualifications, experience. Write in full. Confidence respected.

Box 4114, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

**FREE LANCE PUBLIC RELATIONS**

Seasoned newspaperman offers taste and economy for Chicago clients

Box 4055, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**EDITOR OR MANAGING EDITOR**

Desire editorial post in trade magazine field. 2 years experience as editor of trade association magazine. Also experienced in public relations, advertising and employee publications. Age 33. Master's degree in Journalism. Write to

Box 4110, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**HARD HITTING AND SUCCESSFUL**

Space Salesman. Past history of producing big billings. Salary or Comm. East Coast.

Box 4094, ADVERTISING AGE
630 Third Ave., New York 17, New York

**Advertising—Merch. Mgr.**

Mature, thoroughly exper. all facets advertising incl. co-op, merchandising, sales promotion, p-o-s, food brokers. Effic. administrator, creative. Desire make last change. Will accept responsibility—produce results. Currently employed, $11,000 salary.

Box 4093, ADVERTISING AGE
630 Third Ave., New York 17, New York

**A.E. or P.R.**

Young man (29) wants a future. Agency, media and airline experience. Desire to settle down to hard work. Creative. Good administrator. Top references. $10,000.

Box 4095, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**TOP ADV. SECRETARY**

with 7 years agency & company ad experience. Great on detail, and able to assume responsibility. College degree, bus. ad. $100 week.

Box 4096, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ART DIRECTOR**

14 years agency exper. Creative layout, design, typography. Capable administrator. Congenial. Knows all phases art production, varied printed material. Resume.

Box 4097, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**CARTOONS FOR ADVERTISING**
**Direct mail a specialty**
**CARTOONVILLE**
P.O. Box 617, Hartford, Illinois

**SEASONED TRADE PUBLISHER, 43,** experienced all phases business publishing, can start new book, cure a sick one, or step directly into management spot.

Box 4098, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**EXPERT FREE LANCE COPY!**

Fresh concepts-modern market oriented ideas. 20 yrs. exp. in all printed media, radio & collateral material. Consumer, industrial & agricultural products. Out of town work invited. **W. Wallace 1520 Olive, Chicago 26, Ph. SU 4-1484**

**MEDIA MGR OR ASS'T**

3 years media director leading consumer mfgr. 6 years medium-sized indus. agency. Exper. media plans, formal presentations to clients. Good speaker. N.U. Bus. Adm. grad. Employed. 34.

Box 4100, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**A REAL COPY PRO**

Writer, Supervisor, Group Head in major New York agencies on soft drinks, liquor, industrial, food, institutional, air conditioning, etc. Original top creative thinking. Fast, versatile writer. Ready for tough assignment in New York agency.

Box 4101, ADVERTISING AGE
630 Third Ave., New York 17, New York

**ADVERTISING—SALES PROMOTION (INVETERATE PENNY-PINCHER)**

Young Adv. Dir., top trade book; mgd. 6-figure indust'l ad budget; mail order & retail exp. Facile writer & idea man, knows production. A-1 sales/client-contact bkgrnd. Will pinch pennies, stretch dollars for boss. Want permanent spot; no revolving doors, please.

Box 4099, ADVERTISING AGE
630 Third Ave., New York 17, New York

**SALES MINDED AD MAN**

2 yrs. production desk, 8 yrs. industrial and farm acct. exec. one agency. Sales-centered objectives, plans, budgets, schedules, ads, collateral, direct mail. College grad. 34. Wants sales coordinated spot with future . . . not just "adv. job". $15,000.

Box 4102, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

**DON'T ANSWER THIS**
**—IF—**

you are one of the rapidly diminishing group who still believes youth is more productive than experience. Today space buyers welcome constructive suggestions which experience provides. My background includes: agency research mgr.; sales mgr.; outstanding success selling space in north central states. If you need intelligently aggressive representation, let's get together. Presently employed.

Box 4092, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**"WRONG SIDE OF THE DESK"**

Six years product management, sales promotion, advertising, research experience with consumer package goods manufacturer has been great. But now I want to get on the other side of the desk—with your agency. I offer sincere effort, high analytical ability and intelligence, ability to get along with people **and** to get things done plus those six years of experience on the "wrong side of the desk". Harvard A.B., M.B.A. Age 30, married.

Box 4115, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ART DIRECTOR/ARTIST**

Seeks oppty with agency or co. 11 yrs. exp. with ind'l mfr. Art & coll. educ. Resume on request. Will re-locate. 9M

Box 4103, ADVERTISING AGE
630 Third Ave., New York 17, New York

**ADV./SALES PROM. MGR. SEEKS A MORE RESPONSIBLE POSITION**

Seasoned, creative, 20 years in home appliance, farm equip., musical instr., business system, trade assoc., marketing research, food, drug fields. College grad., marketing major. Now employed, Chicago. Will relocate. Write for resume.

Box 4104, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**NEW BUSINESS REPRESENTATIVE**

Wishes to associate with Agency seeking new accounts. Extensive experience, mature & reliable

Box 4105, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ART DIRECTOR/LAYOUT MAN** seeks challenging opportunity. Creative crisp layouts, 7 years exp. in retail & agency

Box 4106, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**MARKETING RESEARCH EXECUTIVE**

Experienced in all phases of marketing research—manufacturer, publisher, agency. Comprehensive background includes planning, sampling, executing, presentations, management contact. Effective writer. Degree. Married. In 30's. Will travel, relocate. Resume.

Box 4116, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ADV & SALES PROMOTION MGR.**

Mature aggressive midwest ad man wants relocation in West. Exp. in all phases advertising-sales promotion-PR. Age 30.

Box 27 R 812, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

## REPRESENTATIVES WANTED

Magazine Publisher, educational market, desires Sales Representative, 25-35 years of age for Chicago office. Man selected will cover Midwestern area. Salary dependent on experience. Contact STate 9-7530, or send Resume. Job open now.

Box 4111, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## REPRESENTATIVES AVAILABLE

**Successful East Coast Publishers Representative** offers immediate coverage on Trade Publications.

Box 3947, ADVERTISING AGE
630 Third Ave., New York 17, New York

## BUSINESS OPPORTUNITIES

**CAPITAL TO INVEST, TRADE PUBL.** Buy part interest now or all gradually. Age 27, experienced. Prefer East.

Box 4107, ADVERTISING AGE
630 Third Ave., New York 17, New York

**UNUSUAL OPPORTUNITY FOR CAPABLE ACCOUNT MAN WITH BILLING:** Stock ownership and profit participation with strong National industrial-consumer agency; European affiliations. Write in strict confidence or contact through third party.

Box 4108, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ESTABLISHED NATIONAL TRADE PUBLICATION WANTS PARTNER**

Faster growth can be achieved through additional financing. Net return exceeds 20%. Only experienced advertising man or publishing firm desired. Exceptional terms on $150,000 investment.

Box 4083, ADVERTISING AGE
630 Third Ave., New York 17, New York

**FOR SALE: FLORIDA MAGAZINE**

Rare opportunity. Monthly trade journal in prime field (not tourist, citrus). Over 100 accounts. 7+ years. A steady, going business. Get facts:

Box 4109, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**FOR SALE**

Trade Journal—modest size—excellent buy for capable owner-manager. Long established, excellent field, good price with cash offer or substantial down payment. Write

Box 4117, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

## MISCELLANEOUS

**Three Bedroom Ranch For Sale.** Park Ridge, N.J. (Bergen County), 1 hour from NYC, tree shaded plot, jalousied porch, patio, low $20's. PA 6-3299. Air-conditioned, gas heated 18' x 20' studio optional.

**25,000 PROFESSIONAL COMEDY LINES,** stories, routines. Topical! Ideal for speakers, toastmasters, emcees. Free catalog. **Orben Books, Box 61A, Hewlett, N.Y.**

**ATTENTION ALL WRITERS!** Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

# OPPORTUNITY FOR ADVERTISING AND SALES PROMOTION MANAGER

One of our clients is offering a splendid opportunity to an experienced advertising man who is heavy in sales promotion.

Of course, he should have a background in administering the budget and directing the advertising and literature programs. But most important, he should have successful experience in developing and supervising promotion and merchandising programs through the wholesale and retail trades.

If you have had this experience, particularly in hard goods, write, giving complete information in first letter.

The company is a nationally known leader in a fundamental industry. Its aggressiveness offers abundant opportunity.

Write in confidence to **Geyer, Morey, Madden & Ballard, Inc., 931 Third National Bldg., Dayton 2, Ohio.**

# ADVERTISING AGENCY ACCOUNT EXECUTIVE

For job created by agency expansion. Must have strong copy background, be able to plan, write advertising, and work directly with clients. Requires initiative, talent, responsibility and experience in agricultural, consumer, industrial and trade advertising.

Excellent salary, fringe benefits, award winning art staff to work with. Send resume and letter describing your qualifications.

Box 386, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

# WE'RE SWAMPED!

## WE URGENTLY NEED THREE (3) GOOD MEN (OR WOMEN)

**to add to our young 14-man agency now being reorganized to serve our rapidly increasing business! No time for trainees, we need people with the background necessary to step in and do the job. We need . . .**

1. *A COPYWRITER* who is more than just a writer. He must be an "advertising man" who can write ads that sell product. He must have the ability to analyze, think logically and go straight to the heart of the matter with an idea that's fresh, compelling and believable. He must be able and willing for *all* copy assignments . . . four color ads to collateral. His background should be largely in consumer goods, food, pharmaceuticals, package goods, etc., but he must have the good writer's ability to work in any field.

2. *A LAYOUT ARTIST* who can provide or interpret ideas that capture the essence of the sales message and render them into crisp, creative layouts. Must be a "thinking" artist and able to work with a minimum of direction. Layouts must show good type and figure indication and an appreciation of production requirements.

3. *A MEDIA DIRECTOR* who can apply creative media approaches to marketing plans. Must have agency experience in analyzing, planning and placing space in *all* print media . . . consumer, trade, industrial, regional and national. Opportunity to establish and head your own department.

**If you feel you meet any of the above qualifications and are looking for a chance to relocate where you can enjoy commuter-free living and the unexcelled recreational facilities of western Michigan, here's an opportunity for you to become part of a growing organization. Send us complete resume and tell us why you're the man for the job, include samples and photo if possible. State salary requirements. Prompt action and return of your material is guaranteed. Your inquiry will be held in confidence.**

**Box 380, Advertising Age**
**200 E. Illinois St., Chicago 11, Illinois**

More Market Place ads on Page 136

# The Advertising Market Place

*Our 49th Year*

**SALES PROM.**—must have elec. exp.—mfg. co. $8-11,000
**ASST TO PRES.**—P.R. Civic assn., midwest 10,000
**COPY/CONTACT**—auto exp. essential 10,000
**ADV. ASST.**—publisher copy plus prod. 8,000
MANY MORE—MAIL RESUME

**GLADER CORPORATION**
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

**MARKETING GENERALIST**

Analytical, creative, experienced. Sound profit planner for agency or manufacturer. Ability to screen and evaluate product and market opportunities matching objectives and capabilities of company; develop marketing and advertising programs; also follow through required for success. Cost conscious. Effective speaker to 5 or 500. Age 44.

Box 384, Advertising Age
630 Third Avenue
New York 17, New York

**ART DIRECTOR**

Immediate opportunity for imaginative, versatile art director to head 4 man department in medium size Boston agency. Must be fully experienced at rendering cor. vs, participating in client presentations, and supervising jobs through art and production. General consumer and trade accounts, some requiring highly creative fashion flair. Pleasant surroundings, talented co-workers, human pace. Attractive salary. Send work resume and personal history to president, **LLOYD ADVERTISING, INC., 9 Newbury St., Boston 16, Mass.**

**CREATIVE MARKETING EXECUTIVE AVAILABLE**

15 years agency experience—creative V.P., acct. service, copy, new bus. Major strength in consumer durables, automotive after-market, light industrials. Specialist in mfg. to dist. to dealer sales promo. 5 years in packaging design, sales promotion for paper box mfgs. Married, age 42, will re-locate, salary—low 5 figures. Circumstances will make me available on short notice. For creative interview about YOUR problems, write, in detail please, this week. All replies confidential.

**BOX 382 ADVERTISING AGE**
**200 E. Illinois St., Chicago 11, Ill.**

**Let me help you with your FARM ADVERTISING**

Heavy experience in the farm machinery field, including valuable background with both mfg. and agency. Have knowledge of farm markets, and ability to think, talk and write in terms that farmers understand. Seek opportunity as Acct. Supv., Acct. Ex. or Ad Mgr.

Box 387, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

**Arizona Opportunity For Agency Copywriter**

Long-established, 4A agency in Phoenix has an immediate opening for a competent, creative copywriter —man or woman—with solid agency background writing for all media. Excellent opportunity for a person willing and able to handle a substantial work load. If you would like to continue your career in one of America's fastest growing cities where a warm, dry, sunny climate offers ideal, year-round living conditions for the entire family, write today. Tell us all about yourself in your first letter, but no samples, please Box 376, Advertising Age, 200 E. Illinois St., Chicago, Ill.

**TOP FLIGHT CREATIVE MAN AVAILABLE**

22 years in major consumer goods writing, all media. Management experience. Age 43. Prefer Chicago, but will relocate. Box 389, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

**DON HARRIS NEEDS:**

**COPY**, tested craftsman, important-account experience. Low-pressure, high-standards, over-25MM agency ...$18-20M

**MARKETING RESEARCHER to DEVELOP an AE.** Highly professional agency in delightful metro area needs high-potential young research man who'd like to grow into marketing-type AE. $12-14M

**(LAST CALL)** A real hard-to-find. Food copy-contact and marketing man, in 30's. High-grade, fast-growing, over-5MM agency in smaller city near huge one ...$15M

**DON HARRIS, DIRECTOR**
Advertising & Marketing Division
**MONARCH PERSONNEL**
28 E. Jackson, Chicago, WAbash 2-9400

**ART DIRECTOR**
**Studio-manager**

Seeking association with Mid-west agency, publisher, printer, industrial or studio.

Mature professional with thorough knowledge of art-graphic arts.

Owner of Eastern studio.

**RESUME ON REQUEST**

**Melba Oliver, Agent**
1229 National City Bank Building
Cleveland 14, Ohio

**Available Within 60 Days**
**HARD-HITTING, GO-GETTING AD AGENCY GENERAL MANAGER.**

Now handling additional duties of new business solicitation, creative planning and account service supervision. Industrial-Consumer background. **Box 378, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.**

**ACCOUNT EXECUTIVE**—For 4 A agency in Pennsylvania. Extensive knowledge of building products. Agency or ad department experience. Must be outstanding promotion man. Send complete resume including salary range to Box 383, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

**FOR RENT** **14 E. 38th St.**
*Between 5th & Madison Ave.*
A dignified location in an aristocratic building. The entire 12th floor. Area 50 x 100. Partitioned into offices, showroom and work area. Fully sprinklered—completely fireproof—beautiful lobby. Two new automatic passenger elevators. Plenty of A. C. available for air conditioning and other purposes.
*Asking rental $10,000 per annum*
**BUILDING SUPERVISION CORP.**
**24 West 40th St. WL 7-4400**
*Full commission to brokers*

**COPYWRITER**

Medium-size Chicago agency with creative standards to match its long-standing reputation for general excellence needs writer with ideas to match unusual talent with words . . . proved in five to ten years' experience with agencies or otherwise. We've told our people, so you can tell us all.

BOX 388, ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILLINOIS

# ADVERTISING OPPORTUNITIES AT DOW CHEMICAL

A continuing flow of new products and increased marketing activities necessitate an expansion of the Advertising Department. As a result, several new, challenging opportunities are available with Dow, one of the largest and most diversified chemical companies. The positions are open at Dow's general offices in Midland, Michigan, in the heart of Michigan's "water wonderland." Salaries will be commensurate with experience and ability. Paid vacations and the best in fringe benefits.

**INDUSTRIAL ADVERTISING**

Positions are open for college graduates, under 35, with a minimum of five years of basic industrial advertising experience. They will serve as staff men responsible for specific chemicals, plastics or metals advertising programs under the direction of a supervisor. They will participate in the planning and execution of advertising objectives, budgeting and programming for a variety of products serving many industries.

**CONSUMER ADVERTISING**

We are seeking a college graduate, under 35, with broad experience in and familiarity with all levels of supermarket trade advertising. His functions will include participation in the market planning for consumer packaged goods which are distributed through food outlets, and the execution of the advertising and promotional programs for them, under the direction of a supervisor.

**AGRICULTURAL CHEMICAL ADVERTISING**

We require a college graduate, under 35, with at least five years of experience in agricultural advertising, to be responsible for advertising and promoting agricultural chemical products. Under the direction of a supervisor, he will participate in the planning and execution of advertising objectives, including budgeting and programming.

**BUILDING PRODUCTS ADVERTISING**

We are seeking a college graduate, under 35, with five or more years of advertising experience in building products and construction. He will serve as a staff man responsible for specific product programs under the direction of a supervisor. He will participate in the planning and execution of advertising objectives, including budgeting and programming.

If you meet the above qualifications, write in confidence, giving complete resume and salary requirements.

**Write to:** W. D. Boone, Advertising Department
The Dow Chemical Company, Abbott Road Building
Midland, Michigan

DOW

**COPY WRITER**

National advertising agency located in Chicago needs good young creative copy writer with hard working agency experience. Starting salary $7500 to $8000. Plenty of room for quick advancement. Write all details. Our people know of this ad. **Box 379, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

**NEWS! To Ad-men on the way UP!**

I have rejoined my old associates at "Cadillac" because experience convinces me that no other organization in the world provides such capable, extensive and conscientious help for you deserving Ad-men who want to do better.

You will get full advantage of every facility this organization commands—and I am not merely permitted—but EXPECTED—to pursue your good interests "till the cows come home."

Right now—good jobs are popping up in all areas—but employer-clients are pressing us for young writers and artists in the $6,000 to $12,000 salary areas, with quick action assured. Write, 'phone, or come in for a personal pow-wow!

**Cliff Knoble—Consultant**
Advertising—Marketing
**CADILLAC ASSOCIATES, INC.**
29 East Madison Bldg.
Chicago 2, Illinois
Financial 6-9400

**TOP SPOT FOR AGENCY ACCOUNT EXECUTIVE**

The man we want is now working in one of America's best (not necessarily largest) agencies.

He is in his thirties or early forties . . . an experienced contact man who wants a chance to spread his wings on a **group** of important accounts with lots of potential.

He will be a senior member of the staff, in a leading Chicago agency of medium size. He will be eligible immediately for the Executive Bonus and, before too long, for participation in agency's Profit-Sharing Trust.

His background of accomplishment encompasses some "hard" lines (preferably automotive and appliances) and some "soft" and package goods lines.

This man will want to talk to us first in a letter with plenty of detail, including salary requirements and if possible a snapshot.

Thanks for reading our ad. We hope we'll be hearing from you—and seeing you—soon.

**Box 381, Advertising Age**
**200 E. Illinois St., Chicago 11, Illinois**

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

**INTERNATIONAL MERGER**

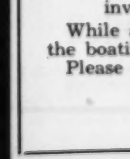
Fast-growing, aggressive international marketing and advertising firm seeking merger or association with advertising agency interested in expanding into international field. Offices located in New York City with branch in Mexico City and world-wide network of affiliates in 37 cities. Clients include both foreign and U.S. firms. Send replies to Box 390, Advertising Age, 630 Third Avenue, New York 17, N.Y.

**SCIENCE MARKETS MAILING LISTS and mailing services**

Concentrated, accurate coverage of scientific and industrial technology markets. Laboratories, research and development, testing, chemical processing. Industry, Government, colleges, medical technology, public health, electronics, agricultural sciences. Missiles, ballistics, instrumentation.

*Send for list descriptions*

**SCIENCE MARKETS PRESS**
1743 W. Rosehill, Chicago 26, Ill.



MANY-PURPOSE
**STORAGE CABINET**
25 drawers for systematic storage of valuable art work, engravings, blue prints, etc. Write for catalogue.
FOSTER MANUFACTURING CO.
9th & Cherry Sts., Phila. 7, Pa. • LO 8-2166

**WE'RE BUILDING A CREATIVE DEPARTMENT ...and YOU can be the BOSS**

You'll start with one assistant. He's here now. You will spend 95% of your time inside and be responsible for all creative work. You'll work directly with our account men and some of America's top creative artists. You must know how to write and how industrial products are sold. Our agency is in America's biggest industrial area. Our accounts are all industrial. You may be 25, 35 or 45 years old but you must be experienced in all phases of industrial advertising. The salary is open. You will be interviewed and get your "yes" or "no" from the top man in this agency. You can speed things up by forwarding your resume and anything else you feel will help us evaluate you with your first letter.

PRESIDENT
Box 366, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

**A ROSE IS A**

A house organ is a house organ is a house organ . . . but the editorial people at Gebbie Press know there are good ones and bad ones. They write and produce good ones.
**Gebbie Press, 151 W. 48, NYC.**

**MR. AD EXECUTIVE**
Looking for ad men? Call
**FRED JOHNSON**
Advertising Employment Consultant
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago RA 6-6167

**COPYWRITER CHEMICALS**

Congenial Chicago agency has major, permanent opening for creative, self-starting copywriter minimum 3 yrs. exp. chemicals, hardgoods. Must be flexible generalist who enjoys shifting swiftly, easily from print media to direct mail, news releases, house organ, misc. collateral. Spendable rewards will come fast for a hard driver who gets the job done! One page resume and photo, please, to:

Box 385, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

**PROMOTION WRITER**

National magazine, expanding advertising promotion staff, seeks young man capable of writing clear, crisp, business-like direct-mail copy. Writing experience necessary, but need not be in magazine promotion. New York City location. Tell us about yourself, experience, salary desired, in letter and enclose recent samples. Box 377, Advertising Age, 630 Third Avenue, New York 17, New York.

**Exclusive Franchises**
*Available From*
The S A C Program

Sell advertising on grocery sacks circulating through most major grocery outlets (chain and independent).

**S.A.C. will provide . . . . .**
- Complete proven sales plan and promotional material.
- Guaranteed sack circulation.
- High commission.
- Exclusive franchises in several major markets.

**You Provide . . . . . .**
- Proven ability to sell space.
- References relating to responsibility, integrity, and achievement.
- Desire to "fly high."

Write to: S. C. Baron, President
Supermarket Affiliates Corp.
The First Network Devoted to Advertising on Grocery Sacks.
500 Fifth Avenue, New York 36, N. Y.
or call: BRyant 9-0082

## Appliance Dealers May Sell More, Make Less: 'Mart'

NEW YORK, Sept. 13—If the record of appliance dealers in Kalamazoo County, Mich., can be used as a yardstick, appliance dealers throughout the U.S. may experience near-record unit sales this year, but dollar sales volume probably won't reach the level attained in 1959.

This is the main conclusion reached in the 15th annual study of Kalamazoo County, conducted by *Mart*, with results published in the magazine's September issue.

■ The study revealed that for the first six months this year, 16 of the products handled by some 70 appliance dealers showed an increase in unit sales over the same period last year. Some of the increases are in contrast to reported national trends.

The biggest unit sales gains were reported for dishwashers (54%) and disposers (45.4%). Sales slumps were reported for eight products with evaporative coolers leading the parade with 84.2% and air conditioners with lower unit sales of 35%. #

### *'Int'l Electronics' Debuts*

*International Electronics*, new international publication of American Exporter Publications, made its bow Sept. 12 with an October issue carrying 50 advertising pages in the English edition and 44 in the Spanish counterpart, *Electronica Internacional*. Regular monthly issues begin in January. Cover advertisers in the first issue are Philco International, Raytheon Mfg. Co. and International General Electric.

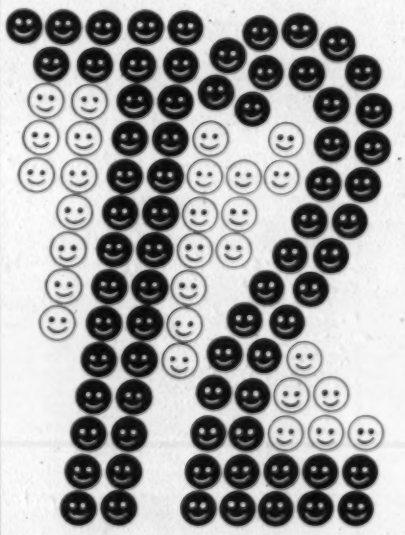
### *Harwood Advertising Moves*

Harwood Advertising Agency, Tucson, has moved to new offices in the Broadmoor Center Bldg.

Memo to Advanced Management—
**TODAY'S TREND: TAILORED TEMPORARY OFFICE PERSONNEL**
Proven by America's Leading Companies to be more:
ECONOMICAL—Minimizes paper work, training and benefit costs, fixed payroll expenses.
PRACTICAL—For peak workloads, vacation periods, confidential programs, special assignments, other emergencies.
RELIABLE—Each bonded applicant thoroughly screened for specific skills, intelligence and adaptability.
Available the same day you call—just phone: OXford 7-1145
ACCREDITED OFFICE SERVICE
80 E. 42 St., Rm. 3018, New York 17, N.Y.
Division of AA Accredited Aides, Inc.

**All metal-movers rely on AMM**

The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**



**72** out of every **100** families own their own homes in...
**Remarkable ROCKFORD**

Little wonder it's called *Remarkable* Rockford! With paramount interest in owning their own homes, it's not surprising so many Rockford industries are "homegrown." And with money to spend and to invest it's understandable how Remarkable Rockford's retail sales lead the state, outside Chicago. Get your full share. Advertise in the . . .

**ROCKFORD MORNING STAR**
**Rockford Register-Republic**
**Finest FULL COLOR Facilities**

**MARKETING MAN**
**TO DEVELOP BOAT SUBSIDIARY**

Embryonic boat division of international corporation requires manager capable of developing this pilot operation into profitable subsidiary. The manager selected will have the following qualifications:
—The ability to recognize and identify specialized product opportunities in the expanding boat market and guide the developmental program of products.
—The ability to develop and execute complete marketing programs.
—The ability to guide the manufacturing effort at the policy level.
—The ability to equate marketing opportunities to dollars invested.

While a strong marketing background is essential, experience in the boating industry is not required. Location is southern Florida. Please send complete resume including salary requirement to:

**Box 375, Advertising Age**
**200 E. Illinois St., Chicago 11, Illinois**

**ANSWER-AMERICA**
**Will Make Your *Client's* Advertising More Effective**

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

Executive Office
**ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.**
RAndolph 6-2339
*AFFILIATE ANSWER CANADA*

### Annual Report Kit Available

"Annual Report Kit," containing a series of booklets giving information on the preparation of an annual report, has been prepared by McCann-Marschalk Co., Cleveland, for Mead Corp., Dayton. The four booklets cover "The Concept of the Annual Report," "Planning & Writing the Annual Report," "Producing the Annual Report," and "Paper Selection Samples." Additional information about the kit may be obtained from Dan Gallagher, art director, McCann-Marschalk Co., Cleveland.

AMERICAN THERMOPLASTIC CO.
425 1st Ave., Pittsburgh 19, Pa.

☐ Please send my free briefcase in (circle one) red • green • tan • brown • navy • black

☐ Also enter my order for _____ more (quantity) in _____ (color), subject to approval of sample.

NAME _____
FIRM _____
ADDRESS _____
CITY _____
ZONE _____ STATE _____

AA 9-0

| QUANTITY COSTS: | | 10½x15½ | 12x16 |
|---|---|---|---|
| (Logo or imprint printed FREE. Please supply art). | 100-250 | $ .55 | $ .65 |
| | 500 | $ .52 | $ .62 |
| | 1000 | $ .50 | $ .60 |

(Silk screening, gold stamping, embossing available)

**It's so EASY to GET ALL of this BIG MARKET!**

This is the WHOLE Syracuse Market . . . all 15 counties of it.

It's the big Syracuse marketplace occupied by 1,367,100 big-income, powerful-spending people.

It's one-third the total area of New York State . . . AND IT'S *DELIVERED* EFFICIENTLY AND EFFECTIVELY BY THE SYRACUSE NEWSPAPERS.

230,814 salesmen* work this territory every day . . . it's their territory. It *has* to be in your advertising plans because it's so big and so rich and so easily available.

The SYRACUSE NEWSPAPERS deliver this market . . . and no other combination of media in the market delivers comparable coverage at comparable cost.

GET THE DETAILS—influence, power circulation, full market measurement, and all the eye-opening facts from MOLONEY, REGAN & SCHMITT.

**The combined circulation of the Syracuse Newspapers. (ABC Audit Report for 12 months period ending March 31, 1960)*

FULL COLOR AVAILABLE—Daily & Sunday

*Results of Selling Research Inc. latest Test Market Survey*

**SRDS Consumer Market Data*

**the SYRACUSE NEWSPAPERS**

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday • THE POST-STANDARD Morning & Sunday

*Represented Nationally by MOLONEY, REGAN & SCHMITT*

CIRCULATION: Combined Daily 230,814 • Sunday Herald-American 202,467 • Sunday Post-Standard 102,966

CRUISE GUIDE—*This is the first page of a 20-page ad scheduled by the American Express in the Sept. 17 Cue as a do-it-yourself travel guide. It features all cruises of the 1960-'61 season, along with departure dates, ports of call and rates. Benton & Bowles placed the ad.*

## WATSON HOOK

CALGARY, ALTA., Sept. 13—Watson Hook, 53, president of Hook Signs Ltd., and immediate past president of the Poster Advertising Assn. of Canada, died yesterday in his home after a short illness.

Born and educated in Edmonton, Mr. Hook joined his father's company in 1927 and was transferred to the outdoor company's Calgary branch in the early 1930s. He became president of the company in 1951. He also was a director of Mill City Petroleums.

■ Mr. Hook was one of the key figures in the organization of the International Congress of Outdoor Advertising, which met recently in Toronto.

Active in civic and business affairs here, Mr. Hook was a director of the Calgary Better Business Bureau, the Calgary Tourist & Convention Assn., and was on the committee of the Calgary Chamber of Commerce.

## JOE E. HALL

LOS ANGELES, Sept. 13—Joe E. Hall, 40, vp in charge of production of McCarty Co., died of a heart attack Sept. 10 while on a fishing trip.

Born in Coffeyville, Kan., Mr. Hall was graduated from Independence Junior College, Independence, Kan. A past president of the Production Club of Los Angeles, Mr. Hall joined the McCarty agency in 1946. He served in the U.S. Navy during World War II.

## FRANK H. CELONA

NEW YORK, Sept. 13—Frank H. Celona, 43, an executive of Lennen & Newell, died of a heart attack last Friday at his home in Eastchester.

Mr. Celona had been manager of the radio and tv commercial production department at the agency since October, 1957. Before that he was ad manager of the American Institute of Laundering.

## Network TV Gross Time Billings

*Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports*

| | July | | | January-July | | |
|---|---|---|---|---|---|---|
| | 1959 | 1960 | % Change | 1959 | 1960 | % Change |
| ABC | $ 8,391,470 | $12,529,660 | +49.3 | $ 69,813,986 | $ 89,480,230 | +28.2 |
| CBS | 21,269,782 | 23,475,841 | +10.4 | 153,017,329 | 161,768,225 | + 5.7 |
| NBC | 17,883,111 | 19,805,457 | +10.7 | 133,364,262 | 140,797,855 | + 5.6 |
| Total | $47,544,363 | $55,810,958 | +17.4 | $356,195,577 | $392,046,310 | +10.1 |

### MONTH BY MONTH—1960

| | ABC | CBS | NBC | TOTAL |
|---|---|---|---|---|
| January | $13,260,010 | $23,477,358 | $20,980,897 | $57,718,265 |
| February | 12,677,110 | 22,977,171 | 19,923,712 | 55,577,993 |
| March | 13,487,460 | 24,043,799 | 21,072,164 | 58,603,423 |
| April | 12,701,240 | 22,580,032 | 20,642,038 | 55,923,310 |
| May | 12,876,050 | 23,209,917 | 19,414,264 | 55,500,231 |
| June | 11,948,700 | 22,004,107 | 18,959,323 | 52,912,130 |
| July | 12,529,660 | 23,475,841 | 19,805,457 | 55,810,958 |

### Parts of the Day

| | 1959 | 1960 | % Change | 1959 | 1960 | % Change |
|---|---|---|---|---|---|---|
| Daytime | $15,604,849 | $15,931,977 | + 2.1 | $118,284,861 | $116,272,934 | — 1.7 |
| Mon.-Fri. | 13,899,868 | 13,432,491 | — 3.4 | 101,505,673 | 96,274,294 | — 5.2 |
| Sat.-Sun. | 1,704,981 | 2,499,486 | +46.6 | 16,779,188 | 19,998,640 | +19.2 |
| Nighttime | 31,939,514 | 39,878,981 | +24.9 | 237,910,716 | 275,773,376 | +16.0 |
| Total | $47,544,363 | $55,810,958 | +17.4 | $356,195,577 | $392,046,310 | +10.1 |

### Book of Basic Copy Themes for 'Man-in-the-Middle' Out

"Man-in-the-Middle," a new 24-page booklet for all interested in advertising to retailers, dealers and distributors, is being distributed by Associated Business Publications, New York, to its merchandising paper members.

The booklet contains eight basic copy themes and hundreds of copy angles.

### MCA TV Offers 'M Squad'

MCA TV, New York, has added to its syndication list "M Squad," which is going into syndication after a run on NBC-TV. The police department series already has been sold to stations in New York, Chicago and Wilkes-Barre.


**There's only one way . . .**

To "effectively" sell your central-city replacement prospects — orient your product advertising to **their** specific **needs** and **desires.**

Today, more and more of the pre-sold customers of your brands are shopping in suburban areas. Quality-conscious Negro families, who now comprise up to — and over — 50% of the **total** population in major cities, are **the replacement prospects** you must sell to maintain your brand volume in central-city.

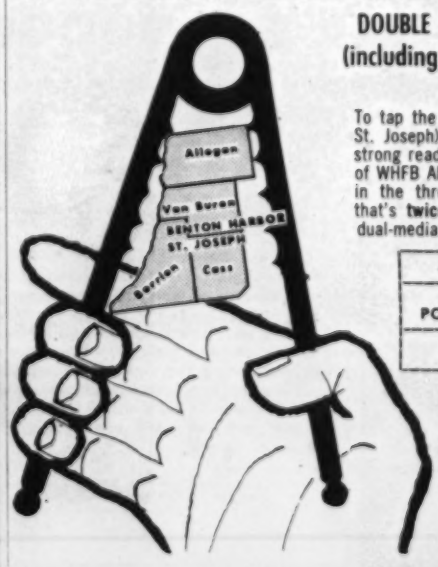
A Negro-oriented medium, such as **EBONY** Magazine, therefore, presents the only visual way to properly orient product advertising to these customers.

**EBONY** — now delivering over 3,300,000 regular readers per issue — is the only magazine that gives broad "effective" coverage to this vital market. Get the latest facts on the central-city Negro market potential . . . ask for the booklet on your Industry.

**EBONY**
*Your Central-City Magazine*

NEW YORK
CHICAGO
LOS ANGELES






**DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!**

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

| 4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN: | | | |
|---|---|---|---|
| POPULATION: | BUYING INCOME: | RETAIL SALES: | FAMILIES: |
| 293,500 | $454,208,000 | $289,245,000 | 90,800 |

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

# *Flora Folk Are Guinea Pigs in Big Ford Test*

*(Continued from Page 1)*

named coordinator of the project. Flora officials were contacted, and promised full cooperation.

Ford hired Market Facts Inc., Chicago, to survey all vehicle owners in the city limits last May. Owners were asked, without knowing why, which type of Ford car—standard, compact or Thunderbird—they would buy if they planned to purchase a new one soon. They also indicated model types and accessories desired.

Regular-size Fords were selected by 69.6%; 20.8% chose Falcons and 9.6% Thunderbirds. (This compares with current division sales ratios of 61.9% regular Fords, 32.3% Falcons and 5.8% T-birds.)

■ Ford pr men began making frequent trips to Flora, located about 100 miles east of St. Louis, to prepare for the huge task. A "Ford Town, U.S.A." headquarters was set up in a vacant store.

The 15-acre vehicle parking area was rented and staked out; wash racks were built. Extra telephone and telegraph lines run in to the Elks Club which will be the Ford press center, and special events were planned. Ford people have been on hand fulltime since Sept. 1, and the first load of cars rolled in eight days later.

"Two of the biggest jobs," Mr. Tierney said, "were in the logistics of handling the press in Flora, and the complete reorganization of procedures at Ford for handling the shipment of the new vehicles to Flora."

Seven Ford assembly plants supplied the Flora vehicles—worth more than $3,000,000. The introduction date was moved back twice because work stoppages upset delivery dates.

■ Ford has two vehicle maintenance specialists and one traffic specialist already on hand. A special accounting staff will come down to handle the local payroll (caterers, car washers, etc.).

All cars have now been checked, but next week a Ford man will start every car again as a final check. During the week of the event, 24-hour maintenance service will be available without cost to new Ford drivers.

Ford is getting a tremendous helping hand from Flora's city fathers, who are anxious to attract new industry and business to the community. "This Ford Town event," said Mayor Norman Bryden, "will demonstrate that Flora can successfully cooperate with the world's third biggest industry."

■ Leo (Goose) Allen, paint and lumber dealer—and a former mayor—is having all the parking meters painted in gay colors, and has erected a welcome sign near the center of the city, courtesy of Martin-Senour paints.

The city used the Ford event as a lever to hurry up construction of a new airport runway, and is now one of 25 Illinois cities to have airports capable of handling DC-3s.

An airport dedication ceremony, in fact, is one of several events planned during the press introduction Sept. 26-27. A street dance, flower show, band concert and antique car parade are also on the schedule.

Ford will introduce the products to the press Sept. 26. About 100 temporary Ford owners have been lined up to act as hosts for the press, lending them the use of the test cars and showing them about the city. Guided bus tours are also planned.

Ford is attempting to make the replacement of vehicles as complete as possible, including police cars, garbage and fire trucks, school buses and other specialized vehicles.

■ Two of the town's four competing auto dealers have announced they would cooperate by driving loaned Fords for the week. "This is good for Flora and for the auto business in general," one of them said. Besides the A. R. Smith Ford dealership, Flora has Dodge, Chevrolet, Buick and Cadillac-Pontiac dealers.

Flora appears likely to become the most thoroughly researched city in the country. Following the initial survey on car preference, Flora drivers received a second questionnaire on jobs, reading and viewing habits, outside interests and attitude toward the Ford event.

When they are handed the keys to their new cars, the residents will be given a third questionnaire, asking what they think of the car. They are to fill this one in Sunday night and send it to the IBM center. The computer will digest this information and be able to answer reporters' questions Monday morning, on such subjects as how they like the new door handles, etc.

■ Following the six-day driving test, an additional survey will be made. Ford hasn't decided what it will consist of, but it will include questions designed to learn what effect having an additional car had on the car owner.

The Ford press introduction is unusual in that the press will have ample opportunity to question typical car owners on a new car before it has been introduced nationally. "We don't even know how the people in Flora will like the car," Ford said.

The Flora introduction is also unusual because Ford will not pick up travel costs for the correspondents, as they usually do when the introductions are held in Dearborn, Mich. Ford will fly press representatives into Flora from St. Louis, however.

In addition to press coverage and market research, the Flora event provides opportunities for Ford advertising. Admen from Ford said they have no definite plans to use any of the Flora events in the consumer campaign. The division will compile film, photos and copy of the event. What use is made of this, however, will not be decided until reactions to the cars are known.

■ The division will make mention of the Flora introduction on its Tennessee Ernie Ford tv show Sept. 22, and in trade ads.

The IBM center is the only commercial tie-in with this Ford event. "One oil company offered to supply the gas," the Ford pr department said. "Then they found out the size of the venture and said they'd supply the motor oil instead." The offer was declined, as were others from several other advertisers.

■ Ford released no cost figures for putting on the unusual introduction, but said it would cost less than last year, when Ford was introduced via a teen age press conference and Falcon had a separate closed-circuit tv introduction.

After the test is over, Flora residents will return their new cars to the Gatewood wheat field, and trucks will begin moving them out. Ford said the cars will be in company service throughout the country, as executive cars, demonstrators and for other uses. #

PAGE TWO — DAILY NEWS-RECORD, FLORA, ILLINOIS — Clay County's Home Daily — Monday, August 22, 1960

**THANK YOU FLORA!**

Ford Division of Ford Motor Company is deeply grateful to Flora for the cooperation its residents and officials have rendered in connection with the 1961 Ford Division National Press Preview.

Tremendous amounts of planning and preparation have already gone into the project and the reaction of the nation's press—as reported earlier in this paper—has been most enthusiastic. National magazines, as well as major daily newspapers, have reported the project to their readers. Actually, Flora and this project already have received world-wide recognition.

At this point our surveys have been completed and we are pleased to publish the list of Flora citizens who will receive the loan of a new car.

Every available means have been taken to insure each eligible household the loan of a new Ford car for the duration of the program.

During the month of May and prior to public announcement of the Flora plans, an independent survey company made a house-to-house canvass of every household in Flora and asked the residents their present car ownership and also their preference for a new car. During this May survey at least three call backs were made in an attempt to reach any persons who were not at home. This procedure, while reaching almost all of the households in Flora, still left a number of homes uncontacted. This group (those not contacted in May), were called on again in August. In instances where no one was home in August, inquiries were made of the nearest neighbor to determine if someone in the household owned a car.

Those persons contacted in the May survey will be given the loan of a vehicle of the type they indicated they would be interested in.

The persons contacted in the August follow-up survey will be given the loan of a vehicle of our choice.

Your cooperation in reviewing this list to be certain that a member of your household—if you are eligible—is scheduled to receive a car, will be appreciated.

To be eligible there must be a car owner living in the household and the address must be within the city limits of Flora. Where a family operates more than one car, only one new Ford will be assigned to that household.

If, by some oversight, anyone has been overlooked, they should personally contact Mr. Vern Churchill of Market Facts, Inc., at the Ford Division's Flora office located at 112 E. North Avenue, Flora, Illinois, on Tuesday or Wednesday, August 23 and 24.

If you feel an oversight has been made, please make certain that it is not another person in your household that has been assigned a car. If no one in your household has been assigned a car, and you consider yourself eligible, then please bring in your driver's license as proof of your residence in Flora and also your car title or certificate of registration to prove ownership of a car.

All contacts regarding assignment of new Fords must be made in person on Tuesday and Wednesday, August 23 and 24.

The number opposite each name signifies the "space" in which your loan vehicle will be parked. A quick check of the parking layout illustrated will show the exact location of your vehicle.

All vehicles will be available on Saturday, September 24 and detailed information regarding the pick-up arrangements will be published in this paper in the near future.

Again, thank you for your cooperation.

FORD DIVISION
FORD MOTOR COMPANY

BIG LIST—*Ford published the list of those who are to get new cars for a week in the Flora Daily News-Record. Copy shows lengths to which Ford went to see that all Flora car owners were registered.*

ROLLING IN—*A banner across North Ave., Flora's main street, welcomes visitors, including a steady stream of vehicle carriers bringing approximately 1,500 new Ford cars and trucks to the city.*

BIG SQUEEZE—*"Ford Town, U.S.A." headquarters in Flora has been sending advance stories around the nation since Sept. 1. Teletype and duplicating machines are in a storeroom area of a converted store on Flora's main thoroughfare.*

QUESTIONS, PLEASE—*International Business Machines computer, which can absorb 10,000,000 separate items of information, will be available to answer newsmen's questions about Flora and its residents.*

## *Ex-Staffer Farrell to Revive 'Brooklyn Eagle' in October*

NEW YORK, Sept. 13—The *Brooklyn Eagle*, after being off the newsstands for almost five years, will be back on Sunday, Oct. 23.

Forced out of operation by a strike called by the New York Newspaper Guild in 1955, the *Brooklyn Eagle* had been published for 114 consecutive years without missing an issue.

The *Eagle* will make its comeback as a Sunday newspaper, with an initial guarantee of over 100,000. Rates have not been set; the newspaper will have a standard 2,400-line, 8-column page, with a tabloid insert and colored comics.

■ Robert W. Farrell, who will publish the revived *Eagle*, is a former columnist on the newspaper. He told ADVERTISING AGE that he bought the newspaper from Frank D. Schroth in November, 1959. The price paid was $25,000, plus $15,000 in options, he said.

Mr. Farrell was on the editorial staff of the *Eagle* from 1950 to 1955, when the newspaper folded. At the same time he operated his own publishing company, whose major publication was the now discontinued *Magazine Digest*.

He said that he would think about bringing the newspaper out again as a daily "after the first of the year."

Mr. Farrell is presently considering several people for the editorship. The ad director will be Susan Walter, assistant ad director of the *New York Post* from 1954 to 1959 and until recently with the *New York Journal-American*.

When the *Brooklyn Eagle* ceased publication in 1955, the daily circulation was reported at 130,000 and the Sunday circulation at 165,000.

■ Pulitzer Prize recognition came to the old *Brooklyn Eagle* four times. In 1950 the newspaper received the Pulitzer gold medal for its campaign against organized crime. The *Eagle* boasts Walt Whitman among its former contributors.

### *Friskies Expands Distribution*

Upon entrance in the New York metropolitan area on Nov. 1, Carnation Co., Los Angeles, will complete national distribution of Friskies pet food. Locally, tv will be the principal medium used, with more than 100 spots a week scheduled.

### *Y&R Boosts 3 in Canada*

Bill McKechnie, Don Robertson and Allen Chandler have been promoted from assistant account executives to account executives of Young & Rubicam, Toronto.


Chicago's Elite Hotel overlooking Lake Michigan on the Gold Coast

LAKE SHORE DRIVE

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

HOTEL

181 E. Lake Shore Drive SU 7-8500


# Dodge Will Differentiate Its Cars' Personalities in 1961 Advertising

DETROIT, Sept. 14—In 1961 Dodge will cover what it estimates as 93% of the potential automobile market for the first time, and its 1961 product introductory advertising will project three car personalities for three different segments of the market—low medium price, full-size economy and new luxury compact.

In its advertising it will separate individual series identities but keep them related with the Dodge family name and image.

■ "There's a lot of insurance behind our creative approach," said W. D. (Pete) Moore, Dodge director of advertising and sales promotion. "It's based on exhaustive psychological research. When America talks, Dodge listens. We've frankly been getting the word from the American public. Quite apparently we've been designing and creating the products it wants, as the sales success enjoyed with our two cars in the 1960 model year testifies."

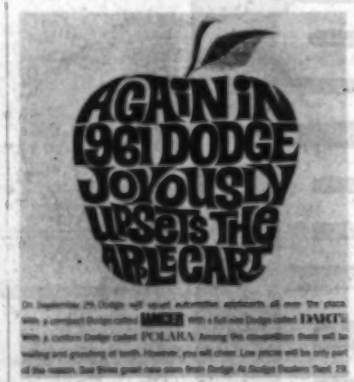
■ Principal magazine announcement advertising will take the form of five-page ads in *Life* (Oct. 3) and *The Saturday Evening Post* (Oct. 8). The opening page will go to the family standard bearer, Polara, with the second two pages to Dart and the last two pages to Lancer.

Other national magazines in the schedule, with publication dates, are: Full-page for Lancer in *Time* (Oct. 17); *Sports Illustrated* (Oct. 17); *Sunset Magazine* (November). Full-page for Dart in *The New Yorker* (October); *Time* (Oct. 24); and *Look* (Oct. 25).

The public announcement in late September also includes daily and weekly newspaper space to run concurrent with on-sale display in Dodge dealer showrooms. Some 83 newspapers in more than 50 major markets will have two-color advertisements in editions of Sept. 20 through 23. Eleven newspapers will carry seven-column, 1,500-line ads and the remaining two will run a five-column, 1,000-line message. This will be in the nature of a "teaser" campaign.

■ Following this, every dealer point, in an estimated 1,500 towns and cities with one or more dealers, will have newspaper coverage in b&w. With linage ranging from 500 to 1,800 lines, Dart and Lancer ads will be placed in an average 500 metropolitan dailies, 500 lesser dailies and 500 weeklies.

POSH—*Ads like this for Dodge's compact Lancer will aim to give the car an extroverted, sophisticated personality designed for the "young in heart."*




APPLE—*Ad headlines with typography shaped like an apple underscore Dodge's theme that its new cars "will upset automotive applecarts all over the place."*

In addition the Lawrence Welk "Dodge Dance Party" will be sponsored on alternate weeks on more than 220 stations of the ABC-TV network, featuring new live and filmed commercials. These will represent Dodge Dart and Lancer in the tradition of musical shows, comparable to skits, with original music and lyrics.

■ The Dodge field force and Dodge dealers from coast to coast have received a series of three teaser mailings inviting them to view the new cars and trucks. Each received an apple-shaped pot holder, a box of apples and an apple-shaped invitation to the meeting.

This approach is based on Dodge's over-all introductory advertising theme—"Again in 1961, Dodge Joyously Upsets the Applecart." The theme appears in logo form on all the advertising.

In general Polara's dignified message will set the stage in the advertising, with a profile entirely different from its sister cars—one of luxury, but at modest cost.

Dart copy will be straightforward and direct. It states right out what it is—a Dodge priced competitively with Ford and Chevrolet. The Dart name is emphasized more than Dodge.

■ Lancer ad personality will be extroverted, sophisticated and worldly, with real self-confidence, and aimed at "the young, sports-minded and young-in-heart who seek prestige with economy."

Batten, Barton, Durstine & Osborn is the agency.

## DODGE TRUCK ADS PRECEDE AUTOS

DETROIT, Sept. 14—Plans for Dodge truck advertising on 1961 models call for a start two weeks ahead of the passenger cars in mass media, aiming at a little special attention for the public and for Dodge dealers handling the trucks.

The Dodge family image is being carried through in the main story for trucks—association with the dependability theme that also will be noted in the passenger car advertising.

■ Spearheading the truck line will be the all-new Dart pickup, with a new concept in economy engines. The advertising approach is to introduce it as the first and only truck with compact economy, that of a half-ton workload capacity.

It is given much car-like identity and descriptive reference in a consumer magazine spread of its own, in *The Saturday Evening Post* of Sept. 24. The bellwether Dart has a special kick-off on the Lawrence Welk ABC-TV show Sept. 17, with more than three-quarters of the entire commercial devoted to trucks.

■ For the Dodge truck line in general there are two-page spread groupings for some 20-odd trade monthlies, business magazines and farm magazines scheduled, as well as insertions planned for all state monthly trucking publications.

Magazines scheduled for October or November include *Business Week, Commercial Car Journal, Fleet Owner, Transport Topics, Southern Motor Cargo, Go Magazine, Western Trucking & Motor Transportation, Construction Methods, Engineering News Record, Roads and Streets, Western Construction, Nation's Business, Successful Farming, Progressive Farmer, Farm Journal* and *Hoard's Dairyman.* #

### *'Time,' 'Reader's Digest' Suspend Cuban Printing*

Both *Time* and the *Reader's Digest* have now been forced to give up their printing operations in Havana. The company which formerly printed Latin American editions for both magazines has been seized by the Cuban government. Effective with the Sept. 19 issue, *Time* switched its edition to W. R. Bean & Son, Atlanta. The *Digest* moved out last month. The Spanish editions previously turned out in Havana are now being printed in Rio de Janeiro. The *Digest* still has a press left in Havana.


SOME PEOPLE DON'T LIKE CHILDREN

Some advertising people are almost allergic to children. Often as not, they're good solid family sorts, who enjoy having the small ones around — but not as audience for their clients' commercials. That's when they need adults, people with bigger allowances to spend.

That, in part, explains WEZE's popularity with agency time buyers. Because WEZE's broadcast day consists almost entirely of quarter-hour and half-hour segments of uninterrupted album music (show tunes, standards, original cast albums and such), with no shouting announcers, and no "color radio", the high school set doesn't tune us in. But the adults do . . . in solid numbers. Enough of them to put WEZE among the leaders in Boston radio.

To get the facts on this sizeable, productive radio audience, call your Hollingbery man. He knows.

AIR TRAILS STATIONS ARE

WIZE Springfield
WING Dayton
WCOL Columbus
WEZE Boston
WKLO Louisville

1260 WEZE BOSTON

THE WONDERFUL WORLD OF MUSIC



The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

FROM DODGE FOR 1961
A TOTALLY NEW KIND OF TRUCK
THE DART PICKUP
THE FIRST AND ONLY TRUCK WITH
COMPACT-ECONOMY
SEE THE DART PICKUP

COMPACT TRUCK—*The new Dart pickup truck shares the economy compact theme with its brother passenger Dart car in ads now breaking.*

**LIFE PRESENTS:**

# BACKGROUND FOR VOTING

★ ★ ★

*A continuing examination of the major issues that face the candidates and the country*

★ ★ ★

When Americans pull the lever in November, they will be voting, not so much for a man, as for what he stands for.

For this year, more than ever before in our history, issues not smiles, principles not personalities, may win or lose the Presidential election.

Thus, LIFE is inaugurating a new type of election coverage—a series of photographic articles covering all that is new and current on the major campaign issues. In it, busy Americans can actually see for themselves the crucial problems facing the country and candidates—see them through the factual lens of the camera.

Starting on Page 35 of this week's LIFE, you will find photographs of the Negro citizen's quest for equality—the civil rights question: pictures of school integrating, sit-ins, the white storekeeper's problems, the Negro leaders. And you will learn where both Presidential candidates and their parties stand on civil rights.

In future weeks of LIFE, between now and Election Day, you will look at the scandalous burdens of farm plenty; the rate at which the country must grow to arm itself with strength and jobs to protect our future; the life-and-death decisions on defense and foreign policy.

So join the millions of LIFE buyers whose numbers have increased over 600,000 in the past year alone. With them, see the issues for yourself through this new series in LIFE. Buy your own copy, today.

**LIFE** *Advertisers: Campaign in LIFE*

*and your product will get the votes*

# THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker